



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF BUSINESS STUDIES

BACHELOR OF BUSINESS ADMINISTRATION

HBC 2104: FOUNDATIONS OF PUBLIC RELATIONS

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010.

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **FIVE** questions.
 2. Answer Question **1** (compulsory) and any other **TWO** questions.
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- Q.1 (a) Discuss the role of Public Relations as a communication strategy in strengthening the '**management-employee relationship**'. (15 marks)
- (b) Citing relevant examples, discuss any **THREE** aspects of the Public Relations. (15 marks)
- Q.2 (a) What is a Public Relations Consultancy? (4 marks)
- (b) Outline any **FOUR** advantages and any **FOUR** disadvantages of PR Consultancy. (16 marks)

- Q.3 The **SIX** point PR planning model is an efficient model for conducting a PR programme.
- (a) Describe how the **'appreciation of the situation'** is conducted in the model. (10 marks)
 - (b) Outline the factors that determine the definition of objectives in the model. (10 marks)
- Q.4 (a) Identify and explain the importance of any **FIVE** range Public Relations media. (10 marks)
- (b) Explain any **FIVE** objectives of Public Relations programme. (10 marks)
- Q.5 (i) Explain 'Press Relations'. (8 marks)
- (ii) Describe any **SIX** essentials of the press that a PR practitioner must know. (12 marks)