

W1-2-60-1-6

**JOMO KENYATTA UNIVERSITY**

**OF**

**AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2014/2015**

**YEAR IV SEMESTER I EXAMINATION FOR THE DEGREE OF BACHELOR OF MASS COMMUNICATION**

**HSR 2403: PUBLIC RELATIONS IN NON PROFIT SETTING**

**DATE: AUGUST 2015 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE**

1. Explain the following terms;
2. Public relations
3. Non profit organizations
4. For profit organizations
5. Volunteer groups
6. Media relations [2 marks each]
7. Discuss the relationship between public relations and communication and explain why communication is a mandatory skill for any not for profit organizations. [10 marks]

**QUESTION TWO**

Media relations are essential for any not for profit organization. Explain why this is so and the strategies a firm can employ to improve its media relations. [10 marks]

**QUESTION THREE**

Volunteer groups are essential in a not for profit organizations. Discuss types of volunteer groups and role they may play in a not for profit organization. [20 marks]

**QUESTION FOUR**

Your friend has started a not for profit organization. Guide your friend on how to write a proposal for funding. [20 marks]