



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2016/2017**

**SECOND YEAR FIRST SEMESTER EXAMINATIONS FOR  
THE DEGREE OF MASTER OF ARTS IN  
COMMUNICATION AND MEDIA STUDIES**

**CITY CAMPUS – REGULAR**

**AMS 817: PUBLIC RELATIONS MANAGEMENT**

Date: 7<sup>th</sup> June, 2017

Time: 2.00 - 5.00pm

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**INSTRUCTIONS:**

- Answer Question ONE and any other TWO.



1. No modern organisation can apply only one PR model in practice but a mix of models in management of modern PR. Discuss (20marks)

2. With examples explain eight ways how information technology has revolutionized the practice of modern PR. (20marks)

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3. Companies involve in corporate social responsibility not as a philanthropic undertaking but to market themselves and to make profit. Discuss. (20marks)

4. (a) What is a crisis (4marks)  
(b) As a PR manager, describe preparations you would put in place to manage crises. (10marks)  
(c) Explain three media relations strategies you would use to save the reputation of an organisation during crises? (6marks)

5. Shareholders are a very important public of any organisation. As a PR Manager of Kenya Commercial Bank, explain how and which PR tools you would use to sustain good relations with them (20marks)