

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF SCIENCE IN
WILDLIFE ENTERPRISE AND MANAGEMENT**

WIEM 411: PUBLIC RELATION IN WILDLIFE ENTERPRISE AND MANAGEMENT

STREAMS: Y3S1

TIME: 2 HOURS

DAY/DATE: MONDAY 4/12/2017

11.30 A.M – 1.30 P.M

INSTRUCTIONS:

- **Answer all questions in section A and any two in section B**
- **Do not write anything on the question paper**

SECTION A(30MARKS)

1. Briefly describe the role of public relations on wildlife conservation and management. [5marks]
2. (a) Explain the reasons why wildlife is regarded as a public resource. [2marks]
(b) Using an example, explain the term ‘tragedy of the commons’ with reference to wildlife resources. [3marks]
3. (a) Describe the relationship between education and public awareness and people’s behavior towards wildlife resources management and conservation. [3marks]
(b) What is the likely influence of attitudes and perceptions towards wildlife among rural communities in a developing country. [2marks]
4. What are the factors to be considered when planning for community based wildlife projects? Explain. [5marks]
5. Describe the roles of non governmental organizations in conservation. [5marks]

6. Identify the challenges facing local communities around protected areas and their possible solutions. [5marks]
 7. With examples, discuss the role of politics in wildlife conservation and management in Kenya. [20marks]
 8. Discuss the contribution of mass media to the management and conservation of wildlife in Kenya. [20marks]
 9. (a) With examples, discuss the contribution of international organizations in wildlife conservation in Kenya. [10marks]
(b) Discuss the importance of training and education in conservation of natural resources in a developing country. [10marks]
-