



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FOURTH YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION WITH
INFORMATION TECHNOLOGY**

MAIN CAMPUS

ABA 431: PUBLIC RELATIONS

Date: 2nd August, 2017

Time: 8.30 - 11.30 am

INSTRUCTIONS:

- Answer Question ONE (COMPULSORY) and any other THREE questions
- Question ONE Carries 25 marks, the rest 15 marks each.

QUESTION ONE

Maseno University School of Business intends to appeal to the county governments from within to partner in various fields. As a PR expert, you have been approached to do a press release before signing of the contract that communicates to the target group. **(25 Marks)**

QUESTION TWO

Discuss the key tools employed by PR practioners. **(15 Marks)**

QUESTION THREE

Explain the functions of PR in marketing **(15 Marks)**

QUESTION FOUR

Discuss the various ways of evaluating the effectiveness of PR. **(15 Marks)**

QUESTION FIVE

PR is not employed in profit oriented organizations only. Critically examine the role of PR in Nonprofit oriented organizations. **(15 Marks)**

QUESTION SIX

Discuss the various PR planning models employed in PR execution. **(15 Marks)**
