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**University Examinations 2014/2015**

SECOND YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION

**BFB 3205: PUBLIC RELATIONS**

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

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions*

**QUESTION ONE (30 MARKS)**

1. Define Public Relations (2 Marks)
2. Explain the role of research in Public Relations (8 Marks)
3. Identify and explain the key characteristics of an effective Public Relations practitioner (10 Marks)
4. Examine the challenges facing Public Relations as a profession in present-day Kenya (10 Marks) **QUESTION TWO (20 MARKS)**
5. Explain the major types of internal communication (10 Marks)
6. Discuss the advantages and disadvantages of Grapevine communication (10 Marks)

**QUESTION THREE (20 MARKS)**

1. Discuss the nature of Public Relations practice in Africa (10 Marks)
2. Explain the public opinion in Public Relations (10 Marks)

**QUESTION FOUR (20 MARKS)**

1. Compare and Contrast Public Relations and Marketing (10 Marks)
2. Describe the major steps in the Public Relations process (10 Marks)

**QUESTION FIVE (20 MARKS)**

1. Examine the various theories of ethics in Public Relations (10 Marks)
2. Explain five major ways of introducing ethics into Public Relations programs (10 Marks)