



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF LIBERAL STUDIES

UNIVERSITY ORDINARY EXAMINATION

2018/2019 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR, BACHELOR OF SCIENCE IN CRIMINOLOGY AND SECURITY STUDIES

CCS 401 – PRINCIPLES OF PUBLIC RELATIONS

DURATION: 2 HOURS

DATE: 19/12/2018

TIME: 2.00 – 4.00 PM

Instructions to candidates:

1. Answer question One and Any Other Two questions
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION

QUESTION ONE (30 MARKS)

- a) Explain the basic ideas common to all definitions of public relations as stated by different scholars and practitioners (6 marks)
- b) Making reference to any two components of public relations, explain why it is referred to as a complex activity (6 marks)
- c) Why is public relations referred to as a Management Function? (6 marks)
- d) Outline six qualities of a PR practitioner (6 marks)
- e) Distinguish the following:
 - i. Public relations and marketing (4 marks)
 - ii. Public relations and propaganda (4 marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

Public relations is used in various organizations, both commercial and non-commercial. Explain any five uses of public relations (20 marks)

QUESTION THREE (20 MARKS)

- a) Describe the public relations publics as categorized by Gruning and Hunt (1984) (12 marks)
- b) Identify any eight key publics of an institution like Murang'a University of Technology (8 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss four key factors that have contributed to development of modern public relations (12 marks)
- b) Explain two advantages and two disadvantages of internal PR department (8 marks)