

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2023/2024 ACADEMIC YEAR

SECOND YEAR EXAMINATION FOR THE DEGREE
OF BACHELOR OF EDUCATION ARTS

BUST 212: PUBLIC RELATIONS

STREAM:

TIME: 2 HRS

DAY: TUESDAY [14.30-16.30 P.M]

DATE: 05/12/2023

THIS QUESTION PAPER CONSISTS OF THREE (3) PAGES

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Answer Question ONE and ANY OTHER Two

QUESTION ONE

a) Explain the Organizational Functions of Public Relations (PR) **(10 Marks)**

b) Every Organizations needs the opinions and feedback from clients, the Government stakeholders, or target audiences, Usually the specific stakeholders that an organization responds to are known as “publics”

In this context explain the “citizen-action publics,” Internal Publics,” General Publics,” and “Local Publics” **(10 Marks)**

c) Today the practice and theory of public relations internationally has gained prominence, Within PR practice, specific specializations have emerged. Discuss, then, the Professional Development of Public Relations from the 1940’s **(10 Marks)**

QUESTON TWO

a) Some writers suggest that Ethics is the application of knowledge, understanding and reasoning to questions of right and wrong behaviour. In Public Relations, officers are required to uphold Ethics. In this regard, explain what PR officers should with regard to Service Fee, Disclosing Confidential Information, Being Transparent in their Work and Obeying the Professional Code of Conduct **(10 Marks)**

b) A PR campaign is not just a series of activities designed to drive awareness or trust around a brand, a product, an event, an executive, or a business partner. Maintaining a solid Public Relations Strategy is critically important for a business firm. It's essential to think of the end goal of your PR activities

Explain the Usefulness of a PR Strategy to a firm **(10 Marks)**

QUESTION THREE

a) Despite the fact that Public Relations is Public Relations (PR) is a profession aimed at effectively managing the flow of information between an individual or an organization and the public, it still plays a significant role in sales and marketing. Discuss **(10 Marks).**

b) The purpose of internal PR is **to promote the company to the employees and to drive engagement** – the emotional commitment to an organization and its goals. And the way to succeed with that is to know the audience really well.
Study the subsection above carefully and justify the merits of Internal Communications in **PR** **(10 Marks)**



QUESTION FOUR

- a) Customer service representatives are critically important to meeting the business goals and objectives of a company. Not all customer service representative jobs are the same, not all customer service representative job descriptions should be the same either.

However, there are Responsibilities and Duties of Customer Service Employees common to all businesses. Elaborate **(10 Marks)**

- b) Discuss the types of Emerging Trends in Public Relations (PR) with specific reference to the following areas; Data, Personalised Pitching, Influencers and Content Development

(10 Marks)

