

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FIRST SEMESTER 2025/2026 ACADEMIC YEAR

SECOND YEAR EXAMINATION FOR THE DEGREE
OF BACHELOR OF EDUCATION ARTS

BUST 212: PUBLIC RELATIONS

STREAM: Y2 BED ARTS

TIME: 2 HRS

DAY: TUESDAY [11.30 A.M – 1.30 P.M] DATE: 27/01/2026

THIS QUESTION PAPER CONSISTS OF THREE (3) PAGES

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.

INSTRUCTIONS: Answer question **ONE** and any other **TWO** questions

QUESTION ONE

- a) Explain “Citizen-action Publics,” “Local Publics,” “General Publics,” and “Internal Publics” in the context of Public Relations **(10 Marks)**
- b) Discuss the role that Public Relations plays in Communications Management, Image management and Resource Management **(10 Marks)**
- c) Although the term "public relations" was not yet developed academics like James E. Grunig and Scott Cutlip identified early forms of public influence and communications management in ancient civilizations:

In this regard, describe the evolution of Public Relations **(10 Marks)**

QUESTION TWO

- a) A company report on ethical public relations considered a situation where a company faces a crisis and chooses to be honest with the public, even if it means admitting fault and potentially damaging their reputation in the short term.

Discuss how PR ethics addresses the twin issues of Inflating Service Fee and obeying and adhering to the Professional Code of Conduct **(10 Marks)**

- b) Historically, many PR Departments operated within a narrow framework focused primarily on media relations and corporate messaging. Organizations relied heavily on standardized press releases, executive statements, and traditional media coverage. Today, companies are developing PR Strategies. Discuss the key factors that influence the development of a Public Relations (PR) strategy. **(10 Marks)**

QUESTION THREE

- a) An internal communication examines how a company addresses a specific problem facing their organization, or achieved a specific goal. Communication is crucial for every business, and communication challenges can manifest in all kinds of situations.

Given the information in the paragraph, explain the Low Intranet, Events, Focus Groups and Open Door Policy work as types of Internal Communications. **(10 Marks)**

- b) A customer Service employee has the responsibility of processing orders and transactions, resolving issues and troubleshooting technical problems, delivering information about a company's offerings and providing proactive customer outreach. Elaborate **(10 Marks)**

QUESTION FOUR

- a) Explain the Professional Development of Public relations **(10 Marks)**
- b) Discuss the following emerging trends of modern public relations; Personalized Pitching, Reading, Profitability and Social listening **(10 Marks)**