

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

2ND SEMESTER 2023/2024 ACADEMIC YEAR

**SECOND YEAR EXAMINATION FOR THE DEGREE
OF BACHELOR OF ARTS IN CRIMINOLOGY AND
SECURITY STUDIES**

CRSS 224: CRIME & PUBLIC RELATIONS

STREAM:

TIME: 2 HRS

DAY: TUESDAY [2.30-4.30 P.M]

DATE: 9/04/2024

THIS QUESTION PAPER CONSISTS OF TWO (2) PAGES

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.



Instructions: Answer all questions in **SECTION A** and any **TWO** in **SECTION B**

SECTION A (30 MARKS)

- Q. 1** (a) Determine the role of public relations in crime management (10 Marks)
(b) Discuss any 7 types of public relations you are familiar with (10 Marks)
(c) Examine the concept of publics in public relations (10 Marks)

SECTION B (40 MARKS)

- Q. 2** (a) Illustrate how public relations is operationalized in criminal justice practice (10 Marks)
(b) Discuss the four variables of organizational structure and the environment applied by organizations when they practice public relations (10 Marks)
- Q. 3** (a) Outline ten emerging trends that currently shape public relations (10 Marks)
(b) Enumerate ten key challenges that will affect the exercise of communications in public relations (10 Marks)
- Q. 4** (a) Examine four specific roles of public relations identified by researchers in organizational management (10 Marks)
(b) Discuss the role of communication in decision making (10 Marks)
- Q. 5** (a) Examine the importance of public relations tactics in relation to crime management (10 Marks)
(b) Outline seven public relation tactics in written communication that one can apply to gain a competitive advantage (10 Marks)

