

LAIKIPIA



UNIVERSITY

## UNIVERSITY EXAMINATIONS

**1<sup>ST</sup> SEMESTER 2023/2024 ACADEMIC YEAR**

**THIRD YEAR EXAMINATION FOR BACHELOR  
OF COMMUNICATION AND MEDIA STUDIES**

**COMM 314/CELS 314: PUBLIC RELATIONS**

***STREAM: R***

***TIME: 2 HRS***

***DAY: FRIDAY (11.30-1.30PM)***

***DATE: 15/12/23***

**THIS QUESTION PAPER CONSISTS OF TWO (2 PAGES)**

**PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.**

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

**QUESTION ONE (30 MARKS)**

- a) Briefly explain the concept Public Relations (PR). 6 marks
- b) Discuss four objectives of Public relations. 8 marks
- c) Discuss the role of communication in Public Relations giving examples to illustrate your answer. 16 marks

**QUESTION TWO (20 MARKS)**

Discuss the following tactics and strategies employed by PR

- a) Employee relations
- b) Community relations
- c) Corporate and social responsibility
- d) Business events 20 marks

**QUESTION THREE (20 MARKS)**

- a) What is crisis management? 4 marks
- b) Discuss four examples of crises that can occur in an organization. 8marks
- c) Differentiate crisis management from crisis communication. 8marks

**QUESTION FOUR (20 MARKS)**

Distinguish public relations from the following

- a) Marketing
- b) Advertising
- c) Publicity
- d) Advocacy 20 marks

**QUESTION FIVE (20 MARKS)**

- a) Discuss the relevance of Public Relations to you as a communications personality. 6 marks
- b) Discuss the importance and steps of time management in Public relations. 14 marks

