

LAIKIPIA



COMM 314

UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2025/2026 ACADEMIC YEAR

THIRD YEAR EXAMINATIONS FOR BACHELOR OF ARTS COMMUNICATION AND MEDIA

COMM 314: PUBLIC RELATION

STREAM: BA COMM AND MEDIA

TIME: 2 HRS

DAY: FRIDAY (8.30-10.30AM)

DATE: 06/02/2026

THIS QUESTION PAPER CONSISTS OF THREE (2 PAGES)

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.

INSTRUCTIONS

- (i) Answer Question **One** and any other **Two** questions
- (ii) Do not write on the question paper

QUESTION ONE

- (a) PR is often described as a **Deliberate, Planned Process** built on **Mutual interests**.
Using practical examples, discuss how this statement applies in real- life communication situations **(20 marks)**
- (b) Explain the fact that PR is an important course to your career **(10 marks)**

QUESTION TWO

- a) Why is PR considered a multifaceted field? **(5 marks)**
- b) State and explain five components of public relations using original example as illustration **(15 marks)**

QUESTION THREE

- a) What is a misconception in public relations? Use your own original examples to illustrate. **(2 marks)**
- b) Misconception has made many PR officers fail in their work? Explain the validity of this statement **(18 marks)**

QUESTION FOUR

- a) Explain the fact that PR differs from the following. Use examples to explain your answer **(12 marks)**
- i) Corporate promotion
 - ii) Propaganda
 - iii) Journalism
- c) What do you understand by the word publics in PR? **(2 marks)**
- d) State explain and illustrate two types of publics **(6 marks)**

QUESTION FIVE

- a) Discuss four situations in an institution that may require the response of a PRO **(8 marks)**
- b) State and explain four functions of PR. **(12 marks)**