

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

**2019/2020 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER
MAIN EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF COMMERCE
COURSE CODE: BCO 313
COURSE TITLE: PUBLIC RELATIONS
DATE: 19/11/2020 TIME: 9.00 – 11.00AM**

INSTRUCTION TO CANDIDATES

- 1) The paper contains **FIVE** questions
- 2) Attempt **THREE** questions
- 3) Question **ONE** is Compulsory

TIME: 2 Hours

KIBU observes **ZERO** tolerance to examination cheating

SECTION A. COMPULSORY

Read the case below and answer the questions that follow

WHAT A MISHAP!

The Airbus A 210 plane had just left Kisumu International Airport on its maiden flight to Kampala. This new acquisition by the Great Lakes Air Company could carry 150 passengers and was semi luxurious in nature. On board on this maiden flight were journalists and one hundred passengers. Whereas the journalists were travelling on complementary tickets, hence were expected to give a favourable coverage to the airline in the media, the passengers had paid a premium fare to be part of the history that was being made. The departure of the plane had been preceded speeches by Government dignitaries and company officials as well as song and dance by various cultural; troupes.

The plane was expected in Kampala after an hour. Two hours later, it had not been sighted in the Kampala skies. The welcoming party in Kampala got worried and contacted the Kisumu office who in turn contacted the air traffic control officials at the Kisumu International Airport. It was then that news started to filter into the country's newsroom that the plane had veered off its flight path and disappeared off the radar. Air company officials called a crisis meeting to handle the unfolding scenario.

QUESTION ONE

- a) Explain various types of crisis, highlighting in which category the current crisis the Great Lakes Company is facing falls in (5 marks)
- b) As the Corporate Communication Manager of the Great Lakes Air Company, discuss some of the tactics you would use in handling the crisis at hand. (10 marks)
- c) It has been reported that there were journalists in the maiden trip as part of the media relations campaign by the company. Briefly discuss some of the activities conducted by Public relations practitioners under the media relations practitioners under the media relations function. (5 marks)

d) The journalists were expected to give a favourable coverage of the Great Lakes Company in the media, an action that would have distinguished public relations from marketing activities. Differentiate these two concepts. (10 marks)

QUESTION TWO

- a) Identify and briefly explain the factors that will influence the choice of media to be used for public relations activities. (10 marks)
- b) Describe how the effectiveness of Public Relations programmes can be established. (10 marks)

QUESTION THREE

- a) You have been invited as a consultant by the Public Relations society of Kenya to design for them a code of conduct for its members. Discuss some of the salient components you will include in the document. (10 marks)
- b) As the Public Relations officer of an Agricultural Machinery Manufacturing Organization, located in Eldoret town, identify and briefly explain your publics. (10 marks)

QUESTION FOUR

An organization is undecided on whether to recruit a Public Relations officer to permanently handle its corporate communications affairs or to regularly engage the services of a Public Relations Consultancy firm. They have come to you as an expert in the area for advice. Advise the organization. (20 marks)

QUESTION FIVE

- a) Using an organization of your choice, discuss the various dimensions of an organization's corporate image. (10 marks)
- b) Critically examine some of the challenges facing the public relations industry and suggest remedies for the same. (10 marks)