

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

2020/2021 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER
MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF COMMERCE
COURSE CODE: BCO 313
COURSE TITLE: PUBLIC RELATIONS

DATE: 14/05/2023

TIME: 09.00AM-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

QUESTION ONE

Public relations (PR) can be used to build rapport with employees, customers, investors, voters or the general public. Even in the most recognized areas of public relations still PR professionals focus on building relationships that help to establish rapport with publics. Primary function of PR is to facilitate positive and profitable relations between an organization and its actual or potential audiences. PR has to share key messages with all the members in organization, keep the image of the company fly high, look into the goodwill of its collaborators and maintain good relations, take corrective actions when problems arise within the company, manage the PR budget to ensure it is being used efficiently and to drive the PR strategy and make sure the company develops long-term strategic plans that mesh with its overarching business goals.

In as much as PR aims to inform the public, prospective customers, investors, partners, employees and other stakeholders, ultimately it has to persuade them to maintain a positive or favorable view about the organization, its leadership, products and political decisions. Public relations specialists establish and maintain relationships with an organization's target audience, the media and other opinion leaders. Success in the field of public relations requires a deep understanding of the interests and concerns of each of the company's many stakeholders. The public relations professional must know how to effectively address those concerns using the most powerful tools of the public relations trade, which is publicity

- (a) Highlight the most powerful tools of public relations trade which you are being told of in the passage. (12 marks)
- b) Both internal and external PR are very important and dependent on each other. How beneficial is internal PR to an organization. (12marks)
- c) Analyze the most recognized areas of PR for which public relations professionals focus on building relationships that help to establish rapport with the publics. (6 marks)

QUESTION TWO

- a) Kibabii University is planning to host a seminar on the role of public relations in Kenya and you have been approached to give a talk on the role of public relations practitioners in the county governments. Highlight your areas of coverage during the talk. (12 marks)
- b) Planning is a critical element of PR to ensure everyone is in agreement with the upcoming business and communication objectives as well as the strategies and tactics that will be used to achieve those objectives. Discuss the elements to be included in a good PR plan. (8 marks)

QUESTION THREE

- a) A well thought out public relations campaign is a very effective tool in understanding the client and delivering the best outcome for their business. Critically analyze steps that will assist you in delivering a creative public relations campaign. (10 marks)

b) Discuss the most effective public relations functions that can promote your organization, help communicate during a crisis and also defend its reputation from attacks people make on it in the media. (10 marks)

QUESTION FOUR

a) Since organizational members have to talk to the news media even during periods of crisis, explain crisis media training best practices. (8 marks)

b) Public relations officials know what stories to field, their press releases score highly and they have made media connections because they have worked on building relations. Discuss qualities of a genuinely talented PR professional in a modern society. (12 marks)

QUESTION FIVE

a) Having worked for your company for close to a decade in a position which requires you to represent the company in a professional manner, describe the code of ethics for the field of public relations that you are always expected to adhere to. (12 marks)

b) Being an expert in the field of public relations, you have been hired to showcase Kibabii university. Describe guidelines that will make your event successful. (8 marks)