

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS
SPECIAL/SUPPLEMENTARY EXAMINATIONS
2020/2021 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER
FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCO 313

COURSE TITLE: PUBLIC RELATIONS

DATE: 01/10/2021

TIME: 8.00 – 10.00AM

INSTRUCTIONS TO CANDIDATES

- 1) Answer Question **ONE**(Compulsory) and **ANY OTHER TWO** Questions
 - 2) Candidates must hand in their answer booklets to the invigilator while in the examination room
 - 3) Credit is given for legibility, clarity and use of relevant examples
 - 4) Question **ONE** is **30 marks** while Questions **2-5** carry **20 marks** each
 - 5) Clearly write your **Registration Number** on each answer sheet used
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TIME:2 Hours

KIBU observes ZERO tolerance to examination cheating

SECTION A

QUESTION ONE: (30 MARKS)

The Central Bank of Kenya which is in the capital city of Kenya, Nairobi has a population of 3.36 million as at 2011, Nairobi is the second-largest city by population in the African Great Lakes region after Dares Salaam in Tanzania. The Central Bank has decided to replace the five, ten- and twenty-shillings coins with notes of the same value as from December 1st 2017. Kenya is a very conservative nation, with 42 tribes speaking different languages; however, the main official and accepted language is English followed by Kiswahili. The country has had for more than a decade now an independent media known as Kenya Broadcasting Corporation (KBC), five television and radio stations and advanced communication systems.

You are the Head of PR Consultants International, which has been assigned the task of planning and implementing the media relations campaign for the launch of the notes by the Central Bank of Kenya.

- (a) Explain how Public Relation (PR) can be used as a management function in the above scenario. (5 marks)

Outline the various stages in the planning and implementation process, which should include (2 marks)

- (b) The aims of the event (2 marks)
(c) Your suggested schedule for the actual launch day of the five, ten and twenty notes, the venue, speakers and the topics each one will address (8 marks)
(d) Identify five possible questions for the media (10 marks)
(e) How do you propose to measure the effectiveness of the campaign done? (5 marks)

SECTION B

Question TWO

The newly appointed Managing Director of Public Relations consultancy firm where you work has recently told you that he thinks public relations is 'just propaganda'. You disagreed at the time, and have asked you to write an article in the company's in-house magazine explaining;

- a) What in particular distinguishes propaganda from PR (10 marks)
b) Explain the importance of public opinion to an organization (10 marks)

Question THREE

- a) The demands on PR consultants or PR managers are very great. Discuss the qualities that are attributed to a good PR practitioner? (5 marks)
b) i. Describe the functions of public relation in an organization. (10 marks)
ii. Discuss the elements of the five-point PR planning tools that are used in an organization. (5 marks)

Question FOUR

- a) List and describe barriers faced by Public Relations Practitioners. (5 marks)
b) i. Identify and describe three public relations theories used in organization (6 marks)
ii. Explain any four methods by which news, pictures and other editorial materials will be gathered by your media company to reach your customers (8 marks)

Question FIVE

- a) Define PR and discuss its principles citing examples from an organization of your choice. (10 marks)
- b) The PR section of an organization may send information to individuals or groups of people who form part of its different publics. Highlight the factors influencing choice of media for PR activities. (10 marks)