



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2019/2020 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

FOR THE DEGREE OF

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

COURSE CODE: JMC400

COURSE TITLE: PUBLIC RELATIONS PSYCHOLOGY

DATE: 1ST FEBRUARY, 2021

TIME: 11.00AM - 1.00PM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions

TIME: 2 Hours

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

KIBU observes **ZERO** tolerance to examination cheating.

QUESTION ONE - COMPULSORY (30 MARKS)

- a) With an example in each case, distinguish the following concepts:
- i. Persuasion and propaganda (4 marks)
 - ii. Media and publicity (4 marks)
 - iii. Psychological noise and physiological noise (4 marks)
 - iv. Thought and memory (4 marks)
- b) Describe the relationship between Public Relations and Psychology. (6 marks)
- c) Highlight four roles of Public Relations in society. (4 marks)
- d) Describe how you are able to recall the roles of Public Relations you learnt two years ago in 'c' above. (4 marks)

QUESTION TWO (20 MARKS)

Neurolinguists have argued that language determines thought and thought determines peoples' cultures, behaviors and actions. Using Edward and Sapir's linguistic Determinism theory, explain how a Public Relations practitioner would effectively use the theory to influence change for the achievement of their organizational goals.

QUESTION THREE (20 MARKS)

- a) Describe how Edward Bernays campaigned for the American Tobacco Company in 1920's to successfully influence change for the company's gain. (10 marks)
- b) You are the Public Relations officer in charge of a local sugar company that has collapsed due to mismanagement of funds and poor leadership. You have been asked by the management to come up with a strategy to redeem the image of the company in an upcoming public event. Explain the five persuasive tools you will employ in this exercise. (10 marks)

QUESTION FOUR (20 MARKS)

Examine Everett Rodgers' Diffusion of Innovation theory and explain how it can be applied by Public Relations practitioners in higher learning institutions.

QUESTION FIVE (20 MARKS)

Modern Technological advancement has become a blessing and a curse to the Public Relations industry. Discuss.