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(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2020/2021 ACADEMIC YEAR
SECOND YEAR FIRST SEMESTER**

MAIN EXAMINATION

**FOR THE DEGREE OF BACHELOR OF JOURNALISM & MASS
COMMUNICATION**

COURSE CODE: JMC 400

COURSE TITLE: PUBLIC RELATIONS PSYCHOLOGY

DATE:

TIME:

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **THREE** 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) What is public relations Psychology?(5 marks)
- b) As a PRO of the Ministry of Health, demonstrate, using a relevant theory how you will mobilize people to get Covid – 19 vaccine in large numbers (15 marks)
- d) Discuss the link between Public Relations and Psychology. (10 marks)

QUESTION TWO (20 MARKS)

Examine *Cambridge Analytica* exposed and discuss strategies used to sway the public opinion.

QUESTION THREE (20 MARKS)

Using Maslow's pyramid of needs, explain how a public relations practitioner can improve tourism industry especially in Western Kenya (20 marks)

QUESTION FOUR (20 MARKS)

Examine the Herzberg Motivation- Hygiene theory and how it can be applied by public relations practitioners in public Universities in Kenya

QUESTION FIVE (20 MARKS)

After an expose by Citizen TV about *guns galore* the image of the police service has been tainted. As a PRO of the Police Service, how would you restore the image of the police service? Use a relevant theory to advance your arguments.