

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

MAIN 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: 19/07/2021

TIME: 2.00PM-4.00PM

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 (COMPULSORY) 30 Marks

Read the case below and use it to answer the questions that follow.

HOW YOU RELATE WITH YOUR PUBLICS HAS AN IMPACT ON YOUR IMAGE AND PROFIT

I was on my way to see a friend and I decided to stop over at one of the fruit vendors in Nairobi West. The fruit vendor did not seem interested in me or the money I needed to spend despite the fact that she had lots of fruits some of which were rotting at a corner. When I sought to know the price for the bananas, she responded with no enthusiasm that they were going for sh 15 each. I was rather surprised and I mentioned that I often buy bananas for at most sh 10 a piece. She did not take my comment kindly and she therefore asked that I go to wherever i often buy. I walked away disappointed.

Why did she not try to convince me that the bananas were worth sh 15 a piece? Could her negativity towards her customers have been the reason that she had a heap of rotting fruits at the stall? This sought of experience is common place. I shared the story during a public relation training session last week and the participants were quick to point out the sought of response I was likely to get with my remark. They got it right. Many in businesses are sending their customers away since they fail to see the link between how they relate with their publics and their business performance. Those that are aware of this relationship can attribute their business success to relating well with their publics. It is about how we act and react towards them; it is about keeping the promises that we make, making them feel great about being our customers.

When we relate well with our publics, they are almost always likely to either come back or spread a positive word about their experience with us. I would have bought the bananas for sh 15 if the seller had been more civil with her response. Jeff Bezos the founder and Chief Executive Officer of Amazon.com, which leads on customers service all of fame says we should see our customers as invited guests that we are hosting at a party. The way we relate with such guests can be used to guide how we relate with our publics and remaining positive is key.

- a. List any four publics of the above fruit vendor (4 mks)
- b. Explain some of the positive qualities of human interaction. (10 mks)
- c. Highlight the principles of effective communication. (10 mks)
- d. With reference to the above case, explain any three benefits of having a sound public relation in a business. (6 mks)

SECTION B

Question TWO

- a) Marini Natural has plans of employing a public Relations Practitioner for its operations. Highlight the role of such a practitioner. (10 mks)
- b) Explain the differences between public relations, marketing and propaganda (10 mks)

Question THREE

- a) Mr. Wekesa, the Public Relations Officer of Simba Limited wants to come up with a Public Relations planning model for the organization. As a public relations specialist explain to him the components of such a model (10 mks)
- b) Briefly explain the uses of communication in public relations. (10 mks)

Question FOUR

- a) Describe the requirements of a successful public relation programme in an organization (10 mks)
- b) Describe the Public Relations process (10 mks)

Question FIVE

- a) It is not always enough to know what PR is and what purpose it services. To practice PR, one must understand the process by which public relations operates. This therefore calls for PR research. Explain reasons for undertaking PR research. (10 mks)
- b) Zinzi Traders plans to come up with an internal PR department. Explain the benefits of having such a department in the firm. (10 mks)