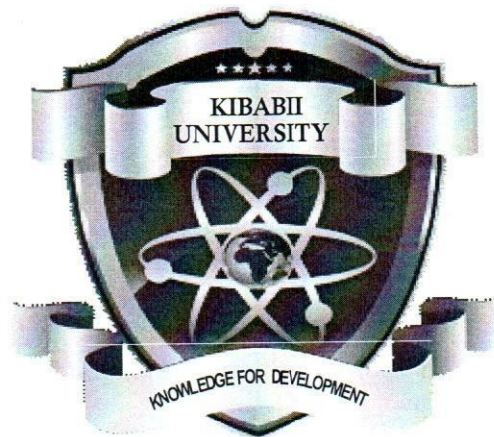


KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

**2021/2022 ACADEMIC YEAR
THIRD YEAR SECOND SEMESTER
SPECIAL EXAMINATION**

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

DATE: 27/07/2022

TIME: 2.00 – 4.00PM

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

SECTION A; (30MKS)

1. a). Briefly explain the steps involved in developing a public relations strategy in an organization. **(8mks)**
- b). What are the reasons why most organizations are involved in lobbying. **(12mks)**
- c). Elaborate on the techniques adopted by organizations for market education to implement PR in marketing research. **(6mks)**
- d). What are the emerging issues and trends in public relations in the modern world? **(4mks)**

SECTION B; (40MKS)

2. a). Highlight the role of PR in international marketing. **(12mks)**
- b). What's the importance of developing a PR programme strategy? **(8mks)**
3. a). indicate the barriers to effectiveness of delivering a public relations message. **(8mks)**
- b). Explain the requirement of an organizations PR team while handling media questions. **(12mks)**
- 4a). Elaborate the ways of facilitating good presentation of news release in PR. **(10mks)**
- b). Give a definition of sponsorship as used in public relations and give its benefits to and organization. **(10mks)**
5. a). Discuss the ways in which employees can cope with work problems. **(10mks)**
- b). What are the consequences of bad PR in an organization? **(10mks)**