KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2020/2021 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

FOR THE DEGREE OF
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

COURSE CODE: JMC 401

COURSE TITLE: PUBLIC RELATIONS THEORY AND METHODS

DATE: 10TH JANUARY, 2022   **TIME: 8.00 - 10.00AM**

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)

You work in the hotel industry as the public relations manager where the Covid-19 pandemic has hit you hard. The country is on lock down and several employees have been sent home on unpaid leave. When you finally re-open, there is still no business because previously, almost 90% of your clientele were foreign. The management decides to stay afloat by appealing to local clients.

a) Pick any two ancient authorities on public relations and discuss their contributions to the field. (10 marks)

b) Explain how you can apply these contributions in your communication to the Kenyan public to consider local tourism at your facility. (10 marks)

c) Briefly discuss any one media effects theory and explain how you can apply it to your predicament above. (10 marks)

QUESTION TWO (20 MARKS)

a) Using a schema, describe the basic communication model. (5 marks)
b) Explain how you can apply the model at the workplace. (8 marks)
c) Mention the 7 Cs of communication. (7 marks)

QUESTION THREE (20 MARKS)

Your company deals with large-scale production of a consumer product and is expanding. You have identified a location where you intend to set up a very large plant. However, the local community protests, citing pollution as a likely effect. The truth is, your company has already worked out the issue of safe emissions, and the local community stands to benefit than lose.

a) As the public relations specialist, advise on the correct communication to the public. (10 marks)

b) Identify and explain one public relations theory you can draw insights from as you draw up this communication. (10 marks)

QUESTION FOUR (20 MARKS)

Using clear illustrations, explain the following:
a) Press agent/Publicity model   (5 marks)
b) Public information model   (5 marks)
c) Two-way asymmetric model   (5 marks)
d) Two-way symmetric model   (5 marks)

QUESTION FIVE (20 MARKS)

a) Describe how you can harness the power of social media as a public relations practitioner. (10 marks)

b) Explain any five ethical principles in public relations practice. (10 marks)