



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER

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

COURSE CODE: JMC 211

COURSE TITLE: INTRODUCTION TO PUBLIC RELATIONS

DATE: 26/01/2022

TIME: 2.00-4.00PM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions. Avoid duplication of materials.

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) Define Public Relations. (3 marks)
- b) Highlight the difference between Public Relations and Publicity. (5 marks)
- c) Explain in detail, citing examples, ten roles of a Public Relations practitioner. (10 marks)
- d) For the smooth running of the organization, there must be mutual relationship between Public Relations practitioners and mass media. Demonstrate this relationship (12 Marks)

QUESTION TWO (20 MARKS)

- a) With relevant examples, explain the Public Relations planning process. (10 marks)
- b) Discuss the importance of Research in Public Relations. (10 marks)

QUESTION THREE (20 MARKS)

- a) With relevant examples, give reasons why "Public relations is a Management function" (10 marks)
- b) Critique the role of internet in the practice of Public Relations (10 marks)

QUESTION FOUR (20 MARKS)

- a. Explain the role of Public Relations agency.(10 marks)
- b. Explain why an organization would prefer outsourcing a public relation agency that to establish a public relations department (10 marks).

QUESTION FIVE (20 MARKS)

- a. Discuss ten ways an organization can use to enhance its visibility to external publics. (10 marks).
- b. Discuss challenges facing Public relation Practitioners when dealing with the media (10 marks)