

**KIBABII UNIVERSITY**



**UNIVERSITY EXAMINATIONS**

**2021/2022 ACADEMIC YEAR  
THIRD YEAR FIRST SEMESTER  
MAIN EXAMINATION**

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

**DATE: 2/02/2022**

**TIME: 9.00 – 11.00AM**

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**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;**

1. a). Public relation as a tool that coordinates the organization and its environment both internal and external may be distinguished from other fields of communication in several ways;

**Give an account on how;**

- i. PR vs advertising (3mks)
- ii. PR vs marketing (3mks)
- iii. PR vs sales promotion (3mks)
- iv. PR vs propaganda (3mks)
- v. PR vs publicity. (3mks)

- b). Discuss the positive qualities of human relation in an organization. (10mks)
- c). Explain various activities that are involved in the public relations department of an organization. (5mks)

**SECTION. B.**

2. a). Enumerate on the public relations consultancy and explain the factors an organization may consider while selecting a consultancy firm to seek the PR services from. (10mks)
- b). an organization has to perfectly define its publics in order to clearly execute its public relations activities. Explain the consequences that may result in the circumstance where a company has its publics undefined. (10mks)
3. a). What are the general code of conduct expected from PR Staffs on an organization?(10mks)
- b). What factors influence an individual on the choice of group to join in an organization. (10mks)
4. a). What importance does an organization accrue by involving the employees in decision making process;(10mks)

b). What are the factors to observe in order for an organization to facilitate effectiveness of message delivery to achieve good press relation? **(10mks)**

5. a). Elaborate on the seven points formulae(SOLAADS) as applied in PR News Release and explain its importance in the organizational PR. **(10mks)**

b). What are the elements of PR Budget and explain the qualities of a good budget control in PR.**(10mks)**