



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2021/2022 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

SPECIAL/SUPP EXAMINATION

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

COURSE CODE: JMC 211

COURSE TITLE: INTRODUCTION TO PUBLIC RELATIONS

DATE: 18/07/2022

TIME: 11:00AM - 1:00 PM

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).

- a) Define Public Relations. (2 mks)
- b) Compare and contrast Public relations with the following
 - I. Publicity
 - II. Advertising
 - III. Propaganda
 - IV. Marketing
 - V. Journalism(12 mks)
- c) Briefly explain why you think Public Relations is a management function (6 mks)
- d) Elaborate on ten activities carried out in a Public Relations department. (10mks).

QUESTION TWO

- 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 THREE.

- a. Identify and explain challenges facing public relations industry in Kenya (10mks)
- b. Explain the different methods that can be used to communicate to internal publics (10 mks)

QUESTION FOUR

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

QUESTION FIVE.

- a. Critique the role of internet in the practice of Public Relations (10 marks).
- b. Discuss ten ways an organization can use to enhance its visibility to external publics. (10 marks).