



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2022/2023 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

MAIN EXAMINATION

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

COURSE CODE: JMC 211

COURSE TITLE: INTRODUCTION TO PUBLIC RELATIONS

DATE: 21ST DECEMBER, 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 and differentiate it from: (15 marks)
- i. Marketing
 - ii. Propaganda
 - iii. Advertising
 - iv. Journalism
- b) Briefly explain why you think Public Relations is a management function. (5 marks)
- c) Elaborate on ten activities carried out in a Public Relations department. (10 marks)

QUESTION TWO (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 THREE (20 MARKS)

- a) Identify and explain challenges facing public relations industry in Kenya. (10 marks)
- b) Discuss ten ways an organization can use to enhance its visibility to external publics. (10 marks)

QUESTION FOUR (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 FIVE (20 MARKS)

- a. Critique the role of internet in the practice of Public Relations. (10 marks)
- b. Explain the different methods that can be used to communicate to external publics. (10 marks)