

FOR THE DIPLOMA IN PUBLIC RELATIONS COMMUNICATION

MAIN EXAMINATION

FIRST YEAR FIRST SEMESTER

2022/2023 ACADEMIC YEAR

UNIVERSITY EXAMINATIONS

KIBABII UNIVERSITY

(Knowledge for Development)



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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 in Deborah Weinstein's point of view.
- b) State the five Roles of Public Relations in an organization.

QUESTION TWO (20 MARKS)

As the Public Relations Officer Kibabii University Outline Five Roles you play in the university as the PRO.

- a) Who is a Public?
- b) Outline five basic Publics in an organization setup.

QUESTION THREE (20 MARKS)

Using Examples Outline Five Challenges faced by Public Relations Officers in an Organization.

QUESTION FOUR (20 MARKS)

A Journalist can be a Public Relations Officer but a Public Relations Officer cannot be a Journalist. Explain this statement using three qualities of a PR Practitioner.

QUESTION FIVE (20 MARKS)

- a) Differentiate between Propaganda and Advertising.
- b) As the Public Relations Officer Kibabii University Write a Press Release to Royal Media Services on the upcoming KIBU Graduation Ceremony.