



(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 413

COURSE TITLE: PUBLIC RELATIONS ETHICS

DATE: 15TH NOVEMBER, 2022

TIME: 8-00 - 10-00 AM

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. Ethics, morality and Law are fundamental to the practice of Public Relations. Discuss the points of convergence and divergence of these concepts as a Public Relations practitioner (15 marks)
- b. Public Relation practitioners are expected to operate within the confines of media laws and policies. Identify and explain some of the laws and regulations that guide the practice of Public Relations (15 marks)

QUESTION TWO (20 MARKS)

- a. Discuss some of the ethical violations that PR practitioners in Kenya find themselves in (10 marks)
- b. “Definite reasoning can never be reached in an ethics debate” do you agree or disagree with the statement (14 marks)

QUESTION THREE (20 MARKS)

- a. Public relations Officer also engage in writing and publish story in the media. Discuss some of the ethical considerations before sending your story to the editor (10marks)
- b. Discuss challenges facing Public relation Practitioners when dealing with the media (10marks)

QUESTION FOUR (20 MARKS)

“Not all ethical behaviours are illegal”. Citing examples from the Public Relations industry, discuss (20 marks)