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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
FOURTH YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 13th April, 2022
Time: 8.30am –10.30am

KBA 421 - PUBLIC RELATIONS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

Read the case study below and answer the questions that follow;

MAC Company Limited was registered on 1st Jan 2015 and granted certificate of trading on 1st June 2015. The company specializes with electronic products, with its headquarters located in Nairobi. The first CEO of the company was Mrs. Matando. At inception the company had 30 employees. The CEO used to meet the employees every fortnight so that she can get feedback on the challenges they faced in the work place and be able to address them on time. During the staff meetings Mrs. Matando used to involve the employees in decision making and also gave them allowances. The employees were allowed by the CEO to join trade unions and Mr. Managi was appointed by CEO to represent workers interests in the Union. This made the employees very motivated and within a span of three years the company had become a giant supplier of electronic products.

However Mrs. Matando found green pastures in COMENA Company limited where she was given a similar job but with a double salary pack and host of fringe benefits. The Board Directors of MAC Company limited employed Dr. Mabaya as the CEO who was heading a law firm in Kayole. The new CEO of MAC company limited introduced several changes one month after he landed in the company. The changes included, salary pay cuts, elimination of allowance employees used to get, further the CEO viewed the fortnight staff meetings as a waste of time and involving employees in decision making has no gain at all.

The annual leaves for employees were also cancelled. Employees who visited CEO's office were often dealt with by CEO with a lot of mistrust. When Mrs. Mboga who was 9 months pregnant and had gone to CEO office to apply for maternity leave was denied leave and CEO advised her to deliver in the department. This sparked employees fury and all downed their tools and went to the streets chanting slogans. "Mabaya must go" "Mabaya must go". A day after employees struck. There was media coverage in the news paper: Dr. Mabaya CEO MAC Company limited rejected by employees.

- a) Explain the reasons that accounted for the success of Mrs. Matando. (6 marks)
- b) In regard to employee relations explain the causes of lack of employee good will during the tenure of Dr. Mabaya. (6 marks)
- c) Advice Dr. Mabaya on how he can handle current crisis in the company (6 marks)
- d) Explain the components of public relations (6 marks)
- e) Describe the qualities of a good public relations practitioner. (6 marks)

QUESTION TWO (20 MARKS)

- a) Discuss the process of public relations. (10 marks)
- b) Distinguish between public relations activities and advertising activities. (10 marks)

QUESTION THREE (20 MARKS)

- a) Examine the role of public relations in marketing. (10 marks)
- b) Discuss the reasons that justify the need for planning for public relations programmes (10 marks)

QUESTION FOUR (20 MARKS)

- a) Describe any eight tools that are commonly used for publicity. (8 marks)
- b) Discuss the seven point model which provides guidance on how press releases should be written. (7 marks)
- c) Explain five items in the code of conduct which public relations professionals are supposed to adhere to. (5 marks)

QUESTION FIVE (20 MARKS)

- a) Explain the major objectives which public relations aims to achieve in an organization (10 marks)
- b) Explain any ten ways in which public relations is manifested in. (10 marks)