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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE DIPLOMA IN DIPLOMACY AND PUBLIC RELATIONS
DPR 1105: PUBLIC RELATIONS AND COMMUNICATION

Date: 13TH DECEMBER 2022
Time: 2:30PM – 4:30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Define the following terms
- i. Media (2 Marks)
 - ii. Corporate communication (2 Marks)
 - iii. Crisis communication (2 Marks)
 - iv. Corporate identity (2 Marks)
 - v. Public Relations (2 Marks)
 - vi. Corporate culture (2 Marks)
- b) Suggest six ways through which a PR manager can effectively communicate issues. (6 Marks)
- c) Highlight Six essential qualities of a PR officers (6 Marks)
- d) Establish Six activities of public relations (6 Marks)

QUESTION TWO (20 MARKS)

- a) Explain Four vital elements for effective communication for a public relations practitioner in case of a crisis (8 Marks)
- b) Discuss the Four roles of PR officers to the organizations giving relevant examples (8 Marks)
- c) Identify Four external publics of public relations (4 Marks)

QUESTION THREE (20 MARKS)

- a) Discuss Four models of public relations (8 Marks)
- b) Explain the relevance of external communication to the organization (6 Marks)
- c) Evaluate the principles of good press relations (6 Marks)

QUESTION FOUR (20 MARKS)

- a) Evaluate Three theories of mass communication (9 Marks)
- b) i) Highlight Three reasons for defining the publics (3 Marks)
ii) Explain Four approaches used to define the target public (8 Marks)

QUESTION FIVE (20 MARKS)

- a) Discuss Four roles of a PR practitioner in relation to communication giving relevant examples (8 Marks)
- b) Explain four factors that influence the choice of PR media (8 Marks)
- c) Explain the significance of organizational culture to the corporate world (4 Marks)