



Kasarani Campus
Off Thika Road
Tel. 2042692 / 3
P. O. Box 49274, 00100
NAIROBI
Westlands Campus
Pamstech House
Woodvale Grove
Tel. 4442212
Fax: 4444175

KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
EXAMINATION
FOR THE DIPLOMA IN DIPLOMACY AND PUBLIC RELATIONS
DPR 1117 – PRACTICE AND PUBLIC RELATIONS CONSULTANCY

Date: 19TH APRIL 2023

Time: 11:30AM – 1:30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) PR Consulting is one of those careers everyone seems to have heard of, but very people know what they actually do. Discuss the role of a public relations consultant. (6 Marks)
- b) Discuss the types of Jobs in public relations. (6 Marks)
- c) Explain the advantages of engaging a public relations consultancy firm compared to having an in-house PR team. (6 Marks)
- d) A public relations programme is an expensive endeavor for organizations and it is therefore important to ensure that value is finally realized. Explain the elements that should guide at the planning stage of a public relations program. (6 Marks)
- e) Define the following terms:
 - i) Crisis management (3 Marks)
 - ii) Publics (3 Marks)

QUESTION TWO (20 MARKS)

- a) Discuss the PR Professional's Conduct Towards Practice Of PR (10 Marks)
- b) Emulate the ethics Of Public Relations (10 Marks)

QUESTION THREE (20 MARKS)

- a) Discuss the problems encountered by PR consultants in Developing Countries (10 Marks)
- b) Public opinion is the sum of individual opinions on an issue affecting those individuals. Public opinion is a collection of views held by persons interested in the subject Discuss the basic principles guide those practicing public relations so as to develop a positive reputation in the marketplace. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) A public relations consultant should work with information that is relevant, accurate and reliable, which can only be realized by following the specific stages in the right order as well as spending the adequate amount of time on each one of them. In this relation, discuss the market research process. (10 Marks)
- b) You identified by a group of directors to assist them in organizing an effect public relations campaign. Emulate in detail the objectives of a public relations campaign. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Mary, Jane and Joseph have been working for different organizations in respective public relations departments. They wish to come together and form a partnership firm in public relations. Explain to them the emerging issues that public relations consultants are facing in this century. (10 Marks)
- b) You are part of the team that has been task with ensuring that the public relations consultancy arm of the agency meets it annual targets. Explain to the team the different types of campaigns that the consultancy can use as profit centers to drive their annual revenue target. (10 Marks)