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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
FOR THE DIPLOMA IN DIPLOMACY AND PUBLIC RELATIONS
DPR 1106 - PUBLIC RELATIONS AND DEMOCRACY

Date: 20th April, 2022
Time: 2.30 pm – 4.30pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) i) Define democracy (3 Marks)
- ii) Describe how democracy can contribute to the growth of a nation. (3 Marks)
- b) Explain three ways through which public relations can act as an essential communication tool in a democratic society (6 Marks)
- c) How can a public relations officer use the media outlets below in dispensation of his duties)
 - i) Educational literature (2 Marks)
 - ii) Seminars and conferences (2 Marks)
 - iii) House journals (2 Marks)
- d) Highlight three ways through which public Relations can be used to rebuild a collapsing economy in a democratic state. (6 Marks)
- e) Explain with examples the meaning of the following terms:
 - i) Special publics (3 Marks)
 - ii) External publics (3 Marks)

QUESTION TWO (20 MARKS)

- a) Discuss five reasons why it is necessary to understand the politics of your country as a public relations person. (10 Marks)
- b) Elaborate five ways through which you can exercise your democratic rights in a liberal state. (10 Marks)

QUESTION THREE (20 MARKS)

- a) The constitution of Kenya 2010 has widened the democratic space in the country. Using examples, demonstrate how this has been exercised. (10 Marks)
- b) Communication is a function of public relations. Evaluate how has the political leadership used public relations to implement this function in Kenya (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Assume you are the government spokesperson in Kenya and have called a press conference to address the media on government's position on ethnic animosity brewed by biased reporting and hate speech. Illustrate how you will go about this exercise. (10 Marks)
- b) Public Relations like any other profession is governed by professional ethics and code of conduct. Explain at least four codes of conduct that you as a public relations officer should observe according to the institute of public Relations. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Analyse four qualities of a good news story. (8 Marks)
- b) Explain the relevance of research in Public relations and democracy (8 Marks)