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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: 28<sup>th</sup> July, 2022  
Time: 11.30am –1.30pm

**KBA 421 - PUBLIC RELATIONS**

**INSTRUCTIONS TO CANDIDATES**

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**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

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**QUESTION ONE (30 MARKS)**

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

**BABAK COMPANY LIMITED**

BABAK Company Limited was registered on 9<sup>th</sup> June 2013 and granted certificate of trading on 10<sup>th</sup> Dec 2013. The company specializes with Agricultural Equipment, with its headquarters located in Kampala. The first CEO of the company was Mr. Beka. At inception the company had 45 employees. The CEO used to meet the employees every month so that he can get feedback on the challenges they faced in the work place and was able to address them on time. During the staff meetings Mr. Beka used to involve the employees in decision making and also gave them allowances. Mr. Beka used to organize team building workshop in order to create functional teams in the organization. The employees were allowed by the Mr. Beka to join trade unions and Mr. Mbogo from ICT Department was appointed by CEO to represent workers interests in the Union. Among the allowances employees were given were leaving allowance, commuter allowance, medical allowance during the team building. The CEO used to give employees reasonable allowances. This made the employees very motivated and within a span of three years the company had become a giant supplier of Agricultural Equipment.

However Mr. Beka found green pastures in MEME Company limited where he was given a similar job but with triple salary package and host of fringe benefits. The Board Directors of BABAK Company limited employed Mrs. Mwalawho was heading a law firm in Kenya as the Company CEO of BABAK. Mrs. Mwala introduced several changes one month after she landed in the company. The changes included, salary pay cuts, elimination of all allowances employees used to get and dismissal of employees union representation. Further the CEO viewed the monthly staff meetings as a waste of time and involving employees in decision making became a thing of the past. 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. Mwanga who was 9 months expectant went to CEO's office to apply for maternity leave she 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. "Mrs. Mwala must go" "Mrs. Mwala must go". A day after employees struck, there was a media coverage in the news papers: Mrs. Mwala CEO BABAK Company limited rejected by employees.

Required;

- a) Identify and explain the reasons that accounted for the company's success during Mr. Bekas tenure. (6 marks)
- b) In regard to employee relations explain the causes of lack of good climate employee will during the tenure of Mrs. Mwala. (6 marks)
- c) Advise Mrs. Mwala on how she can handle current crisis in the company (6 marks)
- d) Discuss the following;
  - i) Components of public relations (6 marks)
  - ii) Qualities of a good public relations practitioner. (6 marks)

### **QUESTION TWO ( 20 MARKS)**

- a) Examine the main forms of assistance that public relations render to marketing and service companies as identified by Cutlip, Centre and Broom (1985). (5 marks)
- b) Discuss the areas that an organization can develop corporate image. (10 marks)
- c) Explain the five areas of corporate advantages as far as public relation is concerned. (5 marks)

### **QUESTION THREE (20 MARKS)**

- a) Examine the variety of media employed in public relations marketing. (10 marks)
- b) Explain the reasons why some organizations retain an outside consultant even though they have internal public relation department. (10 marks)

### **QUESTION FOUR (20 MARKS)**

- a) Discuss the basic elements that constitute public relation budget. (8 marks)
- b) Explain the objectives for planning of a public relation program. (7 marks)
- c) Examine the aims of public relations in non-profit making organizations. (5 marks)

### **QUESTION FIVE (20 MARKS)**

- a) Discuss the merits of public relations from society perspective. (10 marks)
- b) Discuss the code of conduct a public relations practitioner is expected to observe from clients and employers perspective as prescribed by International Public Relations Association(IPRA). (10 marks)