



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 WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
END OF SEMESTER EXAMINATION
FOR THE DIPLOMA IN DIPLOMACY AND PUBLIC RELATIONS
DPR 1115: PUBLIC RELATIONS AND COMMUNICATIONS

Date: 09th December 2022
Time: 2:30PM - 4:30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Public Relations is a deliberate, planned and sustained effort to establish and maintain good will and mutual understanding between an organization and its publics. Explain. **(6 Marks)**
- b) i) Highlight how effective communication is essential in any public relations adventure. **(3 Marks)**
ii) List three principles of effective communication **(3 Marks)**
- c) i) You are the public relations manager for Kiriri Women's university of Science and Technology. The university management asks you to organise a corporate social-responsibility programme for the neighbouring community. Identify four reasons why you need to plan for the programme. **(4 Marks)**
ii) Differentiate between internal publics from external publics **(2 Marks)**
- d) The senior staffs of Munches chez company raised complain about how the security officers at the gate were handling them. The manager got wind of the complaint but down played it. In the subsequent two weeks, the staff downed their tools, causing a 5% decline in the company's productivity.
i) Identify the issue, crisis and risk in the above episode **(3 Marks)**.
ii) Show what you would have done differently to avert the losses incurred if you were the PR and communications manager of the organization. **(3 Marks)**
- e) Describe the following terms as used in media relations between an organization and the press:-
i) Press conference **(2 Marks)**
ii) Press reception **(2 Marks)**
iii) Facility visit. **(2 Marks)**

QUESTION TWO (20 MARKS)

- a) Discuss at least three activities of the public relations department in an organization **(6 Marks)**
- b) Using illustrations, evaluate four problems facing public relations practice in the modern society **(8 Marks)**
- c) Distinguish advertising from sales promotion. **(6 Marks)**

QUESTION THREE (20 MARKS)

- a) Write short notes on: **(12 Marks)**
- i) corporate Identity
 - ii) political lobbying
 - iii) sponsorship
 - iv) propaganda
- b) Examine the benefits of two way communication in execution of corporate affairs activities. **(8 Marks)**

QUESTION FOUR (20 MARKS)

- a) Analyse 5 different publics with which an organization can interact either internally and/or externally **(10 Marks)**
- b) Demonstrate different spheres of sponsorships in which an organization can engage. **(10 Marks)**

QUESTION FIVE (20 MARKS)

- a). Your company has poor communication and tainted image to its publics hence resulting to poor performance compared to its rival. Explain how you would plan a public relations program to improve the situation. **(12 Marks)**
- b) A good reputation has to be earned. Elaborate four factors that can contribute to an organization's positive reputation. **(8 Marks)**