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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
SECOND SEMESTER EXAMINATION
FOR THE DIPLOMA IN DIPLOMACY AND PUBLIC RELATIONS
DPR 1111: ETHICS & PROFESSIONALISM IN PUBLIC RELATIONS

Date: 15TH DECEMBER 2022
Time: 11:30AM – 1:30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Define ethical decision making and describe the steps involved in ethical decision making (6 Marks)
- b) Define a stakeholder and explain four purposes of stakeholder participation in public relations? (6 Marks)
- c) Identify and briefly explain any five rules of listening during speaking (6 Marks)
- d) What are the responsibilities of a professional public relations officer in promoting ethics and professionalism in an organization? (6 Marks)
- e) Identify and briefly explain any five ethical issues related to the use of technology in PR (6 Marks)

QUESTION TWO

- a) Identify and briefly describe five ways of instilling ethics into employees in an organization (10 Marks)
- b) Organizations have to deal with many issues related to PR. Describe any five ethical issues that PR professionals have to deal with (10 Marks)

QUESTION THREE

- a) Describe any three ethical aspects related to the use of technology in contemporary organizations (6 Marks)
- b) Describe three ethical and legal practices in organizations related to PR (6 Marks)
- c) What is the purpose of ethics and professionalism in Public Relations? (8 Marks)

QUESTION FOUR

- a) Identify five implications of ethical issues in an organization (10 Marks)
- b) Identify and briefly describe five features of a profession (10 Marks)

QUESTION FIVE

- a) How can ethical issues be improved in the field of PR (10 Marks)
- b) Identify and briefly explain any five ethical behaviour expected from PR professionals (10 Marks)