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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE DIPLOMA IN DIPLOMACY AND PUBLIC RELATIONS
DPR 1110: CORPORATE PUBLIC RELATIONS

Date: 15TH DECEMBER 2022
Time: 8:30AM – 10:30AM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Explain the various types of images adopted by organizations today (6 Marks)
- b) Analyze three essential career skills in public relations of the modern times (6 Marks).
- c) Specify the company's efforts to develop public relations with the employees in its quest to remain competitive (6 Marks).
- d) Explain three Benefits of public relations to the mass media fraternity (6 Marks)
- e) Describe three factors that should be considered when drafting a public relations strategy of any given organization (6 Marks).

QUESTION TWO (20 MARKS)

- a) With an aid of a diagram, examine the process of public relations that is adopted by many organizations in Kenya (10 Marks).
- b) Differentiate between public relations activities and advertising in organizations (6 Marks).
- c) Identify the various types of publics adopted by present day organizations (4 Marks).

QUESTION THREE (20 MARKS)

- a) Analyze the various ways of preparing for public relations crisis (6 Marks).
- b) Describe a typical organization chart of a public relations department in an organization of your choice (6 Marks).
- c) Explain the methods used to launch or promote products in product public relations (4 Marks).

QUESTION FOUR (20 MARKS)

- a) Analyze the positive impacts of public relations on society today (6 Marks).
- b) Identify ways in which public relations can help organizations achieve their mission (6 Marks).
- c) Evaluate the organizations efforts that are aimed at developing public relations with the customers (8 Marks).

QUESTION FIVE (20 MARKS)

- a) A public relations practitioner must possess a profound understanding of public opinion. Identify the set of principles that are likely to help organizations maintain favorable public opinion (8 Marks).
- b) Identify possible indicators of crises in organizations in Kenya (6 Marks).
- c) Explain the various ways of gauging public opinion in organizations today (6 Marks).