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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 1105 - PUBLIC RELATIONS AND COMMUNICATIONS

Date: 14th April, 2022
Time: 11.30 am – 1.30pm

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 staff 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) Discuss the six-point public relations programme planning model (10Marks)
- b) Examine the benefits of two way communication in execution of corporate affairs activities. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Analyze five 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. (10Marks)

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)