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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 1106: PUBLIC RELATIONS AND DEMOCRACY**

Date: 14<sup>TH</sup> DECEMBER 2022

Time: 8.30 am – 10:30am

**INSTRUCTIONS TO CANDIDATES**

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

**QUESTION ONE (30 MARKS)**

- a) i) Define democracy (3 Marks)  
ii) Describe how democracy can contribute to the growth of a nation. (3 Marks)
- b) Explain 3 ways through which public relations can act as an essential communication tool in a democratic society (6 Marks)
- c) How can a public relations officer use the media outlets below in dispensation of his duties?
- i) Educational literature (2 Marks)  
ii) seminars and conferences (2 Marks)  
iii) house journals (2 Marks)
- d) Highlight three ways through which public Relations can be used to rebuild a collapsing economy in a democratic state. (6 Marks)
- e) Explain with examples the meaning of the following terms:
- i) Special publics (3 Marks)  
ii) External publics (3 Marks)

**QUESTION TWO (20 MARKS)**

- a) Discuss five reasons why it is necessary to understand the politics of your country as a public relations person. (10 Marks)
- b) Elaborate five ways through which you can exercise your democratic rights in a liberal state. (10 Marks)

**QUESTION THREE (20 MARKS)**

- a) The constitution of Kenya 2010 has widened the democratic space in the country. Using examples, demonstrate how this has been exercised. (10 Marks)
- b) Communication is a function of public relations. How has the political leadership used public relations to implement this function in Kenya? (10 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Assume you are the government spokesperson in Kenya and have called a press conference to address the media on government's position on ethnic animosity brewed by biased reporting and hate speech. Illustrate how you will go about this exercise. (12 Marks)

- b) Public Relations like any other profession is governed by professional ethics and code of conduct. Explain at least four codes of conduct that you as a public relations officer should observe according to the institute of public Relations. **(8 Marks)**

**QUESTION FIVE (20 MARKS)**

- a) Analyse 4 qualities of a good news story. **(8 Marks)**
- b) Write short notes on the following public Relations activities:
- |                               |                  |
|-------------------------------|------------------|
| i) Community relations        | <b>(2 Marks)</b> |
| ii) Counselling               | <b>(2 Marks)</b> |
| iii) Media relations.         | <b>(2 Marks)</b> |
| iv) employee/member relations | <b>(2 Marks)</b> |
| v) V) Marketing communication | <b>(2 Marks)</b> |
| vi) Issues management         | <b>(2 Marks)</b> |