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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 1102 : INTRODUCTION TO PUBLIC RELATIONS

Date: 13TH DECEMBER 2022
Time: 11:30a.m- 1:30p.m

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Define Public Relations? **(5 marks)**
- b) Define the term Corporate Communications? **(5 marks)**
- c) Explain the following terms in relation to Corporate Communications:
 - i) Reputation **(5 marks)**
 - ii) Stakeholder Approach **(5 marks)**
 - iii) Corporate Social Responsibility **(5 marks)**
- d) Define the term corporate image. **(5 marks)**

QUESTION TWO (20 MARKS)

- a) Discuss the factors that should be considered when selecting the medium to be used in advertising a company's product. **(8Marks)**
- b) Identify the common themes that are the cause of conflict. **(10 marks)**

QUESTION THREE (20 MARKS)

- a) Discuss the elements involved in corporate identity. **(10 marks)**
- b) Discuss how internal stakeholders can be involved in shaping an organization's corporate identity. **(10 marks)**

QUESTION FOUR (20 MARKS)

- a) Explain the relationship between Public Relations and the two fields of Marketing and Advertising. **(10 marks)**
- b) Discuss how the government is one of the important "publics" of an organization. **(10 Marks)**

QUESTION FIVE (20 MARKS)

- a) Explain the sub-functions of public relations. **(10 marks)**
- b) Discuss the characteristics of a good presentation of a press release. **(8 Marks)**
- c) Define organizational culture **(2 Marks)**