



Kasarani Campus
Off Thika Road
Tel. 2042692 / 3
P. O. Box 49274,
00100
NAIROBI
Westlands Campus
Pamstech House
Woodvale Grove
Tel. 4442212
Fax: 4444175

KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2019/2020 ACADEMIC YEAR
THIRD YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

KLC 003: PUBLIC IMAGE AND RELATIONS
MAIN EXAMINATIONS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Outline the need of code of regulations in Public relations (6 marks)
- b) i) define the term 'Corporate Image' (2 marks)
ii) Explain the need for a good corporate image for organizations. (4 marks)
- c) Describe the challenges of using external consultants in PR (6 marks)
- d) i) Define the term 'issues' in the context of public relations (2 marks)
ii) Outline the features of issues in public relations (4 marks)
- e) Assess the need to have a public relations department in organizations. (6 marks)

QUESTION TWO (20 MARKS)

- a) Discuss the internal and external publics in relation to an organization of your choice. (10 marks)
- b) 'the Government as major public relations client'. Justify the validity of this statement in the Kenyan context. (10 marks)

QUESTION THREE (20 MARKS)

- a) Using relevant examples, discuss some of the unethical PR practices common in organizations in Kenya today. (8 marks)

- b) PR is a discipline experiencing rapid growth. Assess the reasons behind this growth. **(12 marks)**

QUESTION FOUR (20 MARKS)

- a) For organizations to realize sound Community relations, they must invest in the community. Discuss. **(10 marks)**
- b) The choice of media is critical for effectiveness in PR. Explain the various media and their appropriateness as used for Internal Publics. **(10 marks)**

QUESTION FIVE (20 MARKS)

- a) 'the Government as major public relations client'. Justify the validity of this statement in the Kenyan context. **(10 marks)**
- b) In relation to KWUST and the local community, explain the strategies that may be used to enhance community relations. **(10 marks)**