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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2018/2019 ACADEMIC YEAR
SECOND YEAR, SECOND SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)**

Date: 9th April, 2018
Time: 11.00am – 1.00pm

KLC 003 – PUBLIC IMAGE AND RELATIONS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Why do organizations have to depend on their environments? (8 Marks)
- b) Explain the meaning of the following term:
- i) Libel (3 Marks)
 - ii) Corporate Social Responsibility (3 Marks)
 - iii) Trade Mark (3 Marks)
- c) Discuss the PR four models (6 Marks)
- d) Describe the role of media in Public Relations (5 Marks)
- e) Explain the relationship between public relations and Human resource management functions (5 Marks)

QUESTION TWO (20 MARKS)

- a) Discuss in detail the five elements of communication (10 Marks)
- b) How does the Maslow hierarchy of needs work and how does it relate to PR? (10 Marks)

QUESTION THREE (20 MARKS)

- a) List and explain the basic trends and changes that have continued to influence PR functions in organizations (10 Marks)
- b) Explain the differences between an Open and a Closed System. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Define Public Relations (5 Marks)
- b) What are the codes of professional standard for the practice of public relations that every PR Officer must observe? (15 Marks)

QUESTION FIVE (20 MARKS)

- a) How can the top management determine the success of the PR in the organization. (10 Marks)
- b) What does the management expect from PR staff? (5 Marks)