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

Date: 10th December, 2019
Time: 11.00am – 1.00pm

KBA 421 - PUBLIC RELATIONS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Public relations are often called on to give existing products and service a boost by creating or renewing visibility. For example, the Safaricom Company organized a national tour featuring live performances by the Safaricom Dancing team to maintain interest in communication regardless of the situation or environment. The tour generated national and local publicity through media events, advance publicity, trade promotions, and media interviews with performer Ronny Muthuku. **Source: Author (2019)**

In reference to the above information, answer the following questions;

- i) Give meaning to the term public relations.
(2 Marks)
- ii) Justify how time disparity is a barrier to effective communication during the public relations process.
(5 Marks)
- iii) Two people were arguing on whether public relations is vital for the success of an organization or not. It happened that they approached you to brief them. You're required to give information on what could have been the reality.
(5 Marks)
- b) Identify and discuss two circumstances under which public relations operate
(5 Marks)

- c) Public relation is fundamentally connected to the media; explain why the statement is a fact. (5 Marks)
- d) i) Define a theory. (2 Marks)
- ii) Explain the relevance of ecological theory. (3 Marks)
- iii) Identify and explain any three tools used in public relations. (3 Marks)

QUESTION TWO (20 MARKS)

- a) Explain five roles performed by public relations (10 Marks)
- b) Differentiate between public relations and publics using examples. (10 Marks)

QUESTION THREE (20 MARKS)

- a) Elaborate five key activities which are used in public relations. (10 Marks)
- b) Explain the roles of public relations manager in an organization. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Establishing a Public relation department is a basic requirement in an organization. Discuss. (10 Marks)
- b) Explain any five types of public relations utilized in the corporate world. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Ethics is a good idea when merged with public relations; as a junior public relations officer, give details on the five different areas where ethics is observed. (10 Marks)
- b) i) Explain two don'ts and
ii) three dos of public relations factors to consider when using electronic public relation. (10 Marks)