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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2020/2021 ACADEMIC YEAR**  
**THIRD YEAR, SECOND/FIRST SEMESTER EXAMINATION**  
**FOR THE CERTIFICATE OF BACHELOR OF SCIENCE**  
**(BUSINESS ADMINISTRATION)**

**UNIT CODE: CBM 019**  
**UNIT TITLE: HUMAN AND PUBLIC RELATIONS**  
**EXAM TYPE: EXAM**

**INSTRUCTIONS TO CANDIDATES**

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

**QUESTION ONE (30 MARKS)**

- a) Highlight the questions an individual should ask themselves while forming the road map to planning a public relations strategy. (6 Marks)
- b) Identify internal publics of an institution Public Relations. (6 Marks)
- c) Describe advantages Public Relations. (6 Marks)
- d) Highlight six types of coalitions and relationships which are built outside an organization with the help of public relation. (6 Marks)
- e) Outline how you would cope with emerging issues and trends in public relations (6marks)

**QUESTION TWO (20 MARKS)**

- a) You have just been employed as the Public Relations Manager of Kiriri Womens university , an oil exploratory company. Based on your knowledge of public relations, discuss your understanding of the external publics of the institution. Discuss external publics of the institution. (10 Marks)

- b) Analyze the implications of the various public relations definitions. (10 Marks)

**QUESTION THREE (20 MARKS)**

- a) Examine the critical roles Public Relations plays in a corporate organization. (10 Marks)
- b) Analyse the requirements of public relations strategy. (10 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Discuss the various categories of public relations tactics known to you. (10 Marks)
- b) Examine the major scope of public relations research. (10 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Examine the various domains of budgeting in public relations practice. (10 Marks)
- b) Discuss the major forms of public relations research. (10 Marks)