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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2012/2013 ACADEMIC YEAR
SECOND YEAR, SECOND SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 25th April 2013
Time: 11.00am – 1.00pm

KLC 003 - PUBLIC IMAGE AND RELATIONS
(SUPPLEMENTARY EXAMINATION)

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- The importance of a Public Relations department cannot be underrated. Outline the functions of a PR Department. (10 Marks)
- Discuss the principles of good press relations in an organization. (10 Marks)
- Describe the key things to ensure when planning for a PR event. (10 Marks)

QUESTION TWO (20 MARKS)

- A Company is deciding whether to set up a PR department or engage a PR Consultancy firm. Write the case for and against each option and advice him on the best option. (10 Marks)
- The PR Manager can select from a wide range of media channels. He seeks your advice of all such channels. Advice. (10 Marks)

QUESTION THREE (20 MARKS)

- You have joined a Cement manufacturer as Public Relations Manager. Define and explain your 'publics'. (10 Marks)
- It has been argued that Government no need for public relations and image management. Discuss your opinion. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) The Company you work for has had an accidental gas leak that is very harmful the environs. Outline the steps you will undertake from the time of its detection. (10 Marks)
- b) The Board of Directors is to give a press conference regarding the downsizing of staff. Prepare them for it by designing questions they expect to be asked by the press. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) You are the Pastor in charge of a Christian based church, charged with the public relations mandate. Define and explain 5 PR objectives the church may possibly have. (10 Marks)
- b) Describe the character traits and qualifications of a Public relations practitioner. (10 Marks)