



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, 2023/2024 ACADEMIC YEAR
EXAMINATION
FOR THE DIPLOMA IN DIPLOMACY AND PUBLIC RELATIONS
DPR 1111 – ETHICS IN PUBLIC RELATIONS
SPECIAL EXAM

Date: 15TH AUGUST 2023
Time: 11:30AM – 1:30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- Discuss any six guidelines for professional practice in PR. (6 Marks)
- Public relations personnel are constantly using the web and social networks to communicate information about their publics. Describe six ethical guidelines that they should be aware of. (6 Marks)
- Expound on any six prerequisites for the PR profession. (6 Marks)
- Discuss the six pillars of ethical media relations. (6 Marks)
- Expound on any six limitations of the traditional ethical theories. (6 Marks)

QUESTION TWO 20 MARKS

- Explore on any four areas in PR that are most affected by issues of ethics and professionalism. (8 Marks)
- Describe the four steps in ethical decision making. (8 Marks)
- Describe four pillars that carry the weight of ethical decision making in public relations. (4 Marks)

QUESTION THREE 20 MARKS

- Explain three areas of ethical study. (6 Marks)
- Acquiring the professional status requires a lot of understanding, exposure and experience. Describe any eight purposes of professional bodies in PR (8 Marks)
- The making of a profession is an evolution process that includes a number of steps. Discuss them in relation to PR. (6 Marks)

QUESTION FOUR 20 MARKS

- Discuss any four roles of ethics in public relations. (8 Marks)
- Describe any four pillars that support ethical media relations. (8 Marks)
- Identify the internal factors that may influence the decision making process. (4 Marks)

QUESTION FIVE 20 MARKS

- Describe any four practical approaches to safeguard media transparency as a practitioner. (8 Marks)
- Discuss any four ethical dilemmas with which public relation officials are confronted with. (8 Marks)
- Outline four attributes of a PR professional. (4 Marks)