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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
EXAMINATION
FOR THE DIPLOMA IN DIPLOMACY AND PUBLIC RELATIONS
DPR 1102 – INTRODUCTION TO PUBLIC RELATIONS
SPECIAL EXAM

Date: 16TH AUGUST 2023
Time: 11:30AM – 1:30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- State the differences between personal public relations and organizational public relations. (5 Marks)
- Citing examples, explain how public relations relates to advertising. (5 Marks)
- Outline five qualities of a public relations officer. (5 Marks)
- Explain five activities involved in public relations. (5 Marks)
- The internal department of public relations can be either big or small. Explain five factors that determine this statement. (5 Marks)
- Suggest the composition of a typical crisis management in any given organization (5 Marks)

QUESTION TWO (20 MARKS)

- In today's dynamic business environment corporate accountability is key, companies must be prepared in a time of crisis. Discuss the steps involved in the preparation process. (10 Marks)
- There is an increasing need for public relations traded as an important management discipline and if allowed to do so, PR can play an important strategic role in managing organizations. Discuss five ways in which public relations can be viewed as a management discipline. (10 Marks)

QUESTION THREE (20 MARKS)

- Marketing and public relations have some similarities in that people can think that they serve the same role in an organization. Explain how the two relate with each other. (10 Marks)
- Analyse how a public relations manager can coexist with the management of an organization to work efficiently alongside one another. (10 Marks)

QUESTION FOUR (20 MARKS)

- If an organization wants to have a positive image in the society, it should have a public relations department in order to facilitate such an outcome. However, in the process of delivering its services, various challenges are encountered. Discuss (10 Marks)
- For businesses that may not be able to maintain a public relations department they can outsource the sources from a public relations consultancy. Examine two methods it can use to select a proper consultancy. (10 Marks)

QUESTION FIVE (20 MARKS)

- When an organization faces any form of conflict its rate of production and returns are affected. Therefore, it is important for public relations to identify the various themes of conflict in order to have an understanding of how they can solve each of them. Discuss these themes. (10 Marks)
- Models describe a set of values and a pattern of behavior that characterizes the action taken by a public relations department. Discuss four main models used in public relations. (10 Marks)