KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR EXAMINATION
FOR THE DIPLOMA IN DIPLOMACY AND PUBLIC RELATIONS
DPR 1105 – PUBLIC RELATIONS & COMMUNICATION
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)
a)   Highlight the difference between public relations and communication.   (6 Marks)
b)   List the key essential features of Public Relations that you are aware of.   (6 Marks)

c)   Outline some of the public relations tactics you can apply in your line of duty as public relations officer.   (6 Marks)
d)   Identify the potential public relations stories you can report to your audience.   (6 Marks)
e)   Describe the key principles of communication that will facilitate effectiveness in your role as a public relations officer.   (6 Marks)

QUESTION TWO (20 MARKS)

a)   Assume that you were drafting a job description of a public relations manager. State some of the roles and responsibilities of public relations manager that you must include.   (10 Marks)
b)   Discuss how you will apply some of the modern approaches to communication for effective delivery of your services.   (10 Marks)

QUESTION THREE (20 MARKS)

a)   A consultant in public relations has advised your organization that, " *to make the most of public relations in your business, you should develop a strategic plan"*. Discuss the content of the strategic plan that you would like to implement in your organization for the period 2021-2025.   (10 Marks)
b)   Online reputation management is critical now than ever. This applies to every individual and organization's Using examples, explain ways in which you should approach online Public Relations as compared to traditional approaches.   (10 Marks)

QUESTION FOUR (20 MARKS)

a)   Examine the classical John Marston's RACE model which he created in 1963 that any public relations process must follow.   (10 Marks)
b)   What's important to a public relations officer may not grab the news organization. It is, therefore, important to consider what can make a story about your business **newsworthy.** Analyze some of the factors that make a story newsworthy to your audience.   (10 Marks)

QUESTION FIVE (20 MARKS)

a)   Discuss the difference between two-way asymmetrical model and two-way symmetrical model in public relations.   (10 Marks)
b)   Using examples, explain the importance of Corporate Social Responsibility as a tool in public relations.   (10 Marks)