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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY  
UNIVERSITY EXAMINATION, 2016/2017 ACADEMIC YEAR  
FOURTH YEAR, FIRST SEMESTER EXAMINATION  
FOR THE DEGREE OF BACHELOR OF SCIENCE  
(BUSINESS ADMINISTRATION)**

Date: 17<sup>th</sup> August, 2016.  
Time: 5.30pm – 7.30pm

**KBA 421 - PUBLIC RELATIONS**

**INSTRUCTIONS TO CANDIDATES**

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

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**QUESTION ONE (30 MARKS)**

- a) Write brief note on the following;
- i) Public relation as a function of management
  - ii) Public relation as a philosophy of management
  - iii) Internal relations
  - iv) Slander
  - v) Defamation
- b) Briefly discuss any 4 disadvantages of internal PR department. (5 Marks)
- c) Briefly explain categories of public relations public according to Grunig and Hunt (1984). (5Marks)
- d) Briefly explain the any three roles of law in public relation. (4 Marks)
- e) Briefly explain any three defenses available in a libel suit. (3 Marks)
- f) Briefly explain any five activities of planning the PR programme. (3 Marks)
- g) Briefly explain any four basic conditions that must be met before a statement is held to be legally libelous. (5 Marks)

**QUESTION TWO (20 MARKS)**

- a) Briefly discuss any five components of public relation. (10 Marks)
- b) Briefly explain any five media used in Public relations marketing. (10Marks)

**QUESTION THREE (20 MARKS)**

- a) Discuss any five principle functions of the public relation department according to Idemili (1990) (10 Marks)
- b) Discuss any five informal methods of data collection in PR research. (10 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Briefly explain five uses of public relations. (10 Marks)
- b) Briefly explain five reasons for research in today's complex world. (10 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Discuss John Marston's RACE Model of planning in public relations. (10 Marks)
- b) Discuss any five misconceptions. (10 Marks)