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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2020/2021 ACADEMIC YEAR
SECOND YEAR, SECOND SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF EDUCATION
(ARTS)**

Date: 11th December, 2020
Time: 8.30am – 10.30am

KLC 003 - PUBLIC IMAGE AND RELATIONS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) An image in public relations depicts the correct impression about any given organization. Analyze the various types of images witnessed in modern organizations. (5 Marks)
- b) Customers are the base for any business. Examine the company's efforts to develop public relations with the customers in the wake of corona virus pandemic. (5 Marks)
- c) Assess the steps involved in post-crisis communication in modern organizations. (5 Marks)
- d) Propose various ways of preparing for public relations crisis. (5 Marks)
- e) Almost every non-profit organization needs public relations to achieve specific objectives. Briefly explain the objectives of Non-profit organizations in reference to the statement above. (5 Marks)
- f) State the possible indicators of crises in organizations in Kenya. (5 Marks)

QUESTION TWO (20 MARKS)

- a) With an aid of a diagram discuss the process of public relations adopted by most organizations in Kenya. (12 Marks)
- b) Identify the differences between public relations activities and advertising in organizations. (8 Marks)

QUESTION THREE (20 MARKS)

- a) Public relations for businesses today involve complete analysis and understanding of all the factors that influence people's attitudes towards a company. Examine the five phases of this analysis. (10 Marks)
- b) Discuss a typical organization chart of a public relations department in an organization of your choice. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) With an aid of a diagram, discuss the crisis communication dynamic model in an organization of your choice. (10 Marks)
- b) Analyze the positive impacts of public relations on the modern society. (10 Marks).

QUESTION FIVE (20 MARKS)

- a) A public relations practitioner must possess a profound understanding of public opinion. Identify the set of principles that are likely to help organizations maintain favorable public opinion:. (10 Marks)
- b) Discuss the possible indicators of crises in organizations in Kenya. (10 Marks)