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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 1106 – PUBLIC RELATIONS AND DIPLOMACY
SPECIAL EXAM

Date: 15TH AUGUST 2023
Time: 8:30AM – 10:30AM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Public relations managers try to build a relationship with the target audience and maintain it on a high level. Identify and describe any four techniques that PR manager can use to build a relationship with the target audience (6 Marks)
- b) You have been asked to make a presentation on Public Relations to a group of new students. Discuss the functions of a Public Relations department (6 Marks)
- c) Define ethics and briefly describe any four ethical codes of conduct that public relations professionals should adhere to (6 Marks)
- d) Define public relations and briefly describe its nature (6 Marks)
- e) What you understand by the term democracy? Explain any four ways in which employees can exercise democracy (6 Marks)

QUESTION TWO (20 MARKS)

- a) Discuss the importance of public relations to an organization (8 Marks)
- b) Explain the factors that influence the choice of public relations media in an organization (4 Marks)
- c) Democracy plays an important role in organizations. Explain the importance of democracy in organization (8 Marks)

QUESTION THREE (20 MARKS)

- a) Explain the nature of the relationship between public relations and the publics (4 Marks)
- b) Identify and discuss the factors to be considered when implementing public relations programmes in organizations (8 Marks)
- c) PR manager must always consider the publics in their communications. Define publics and describe any three publics of an organization that PR manager's communication with (8 Marks)

QUESTION FOUR (20 MARKS)

- a) Organizations exercise the principles of democracy within and outside the organization in order to create a positive image. Briefly describe any four ways in which PR manager can exercise democracy to create a positive image (12 Marks)
- b) In a brief essay, identify and explain the special areas in which public relations can be used. (8 Marks)

QUESTION FIVE (20 MARKS)

- a) Public relations officer must possess certain qualities for them to be effective. Identify and explain any six qualities of PR officers for them to be effective (12 Marks)
- b) Briefly explain how the following emerging issues can be used in public relations
 - i) Data analytics (2 Marks)
 - ii) Globalization (2 Marks)
 - iii) Amplification (2 Marks)
 - iv) Audience targeting (2 Marks)