



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FIRST YEAR FIRST SEMESTER EXAMINATION FOR

CERTIFICATE IN BUSINESS MANAGEMENT

HUMAN PUBLIC RELATIONS

DATE: 5/11/2020

TIME: 2:30 – 5:30 PM

INSTRUCTIONS.

- ANSWER QUESTION ALL THE QUESTIONS.
- EXAMINATION MALPRACTICES WILL LEAD TO DISCONTINUATION

1. a) Define the following terms as used in public relations,
 - i) Publics
 - ii) Relations
 - iii) Media
 - iv) Planning
 - v) Management (10 marks)
- b) Explain four types of media that a PR practitioner can use in undertaking his duties (10 marks)
- 2 a) Explain five reasons of planning public relations programmes (10 marks)
- b) Explain any five publics that an organization might have (10 marks)
- 3 a) Explain the four fold tasks of a PR Manager. (12 marks)
- b) Explain four factors influencing the choice of a PR Media in an organization. (10 marks)