



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

SECOND YEAR FIRST SEMESTER EXAMINATION FOR

DIPLOMA IN HUMAN RESOURCE

2908/205: PUBLIC RELATIONS

DATE: 30/3/2020

TIME: 8.30-11.30 AM

INSTRUCTIONS:

Attempt Any Five Questions.

1. a) Explain the importance of public relations to any organizations. (10 marks)
b) Describe the role that public relations can affect the brands in the market. (10 marks)
2. a) Define public relations in the context of the organization and its stakeholders. (5 marks)
b) Describe the evolution of public relations to today. (15 marks)
3. Describe the various types of publics for Dicop Ltd company and their relationship with publics. (20 marks)
4. a) Explain the functions of public relations officer within an organization. (10 marks)
b) Highlight the factors that influence the choice of media activities public relations. (10 marks)
5. a) Describe the various media of public relations activities by an organization (10 marks)
b) Explain how a public relations programme is planned and implemented. (10 marks)
6. Describe the special areas of public relation to the organization and the publics. (20 marks)
7. Describe both the intrinsic and extrinsic essentials of human relations. (20 marks)