



# MACHAKOS UNIVERSITY

University Examinations for 2022/2023 Academic Year

SCHOOL OF BUSINESS, ECONOMICS AND HOSPITALITY AND TOURISM

MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)

**SHT408: PUBLIC RELATIONS IN HOSPITALITY AND TOURISM**

**DATE:**

**TIME:**

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**INSTRUCTIONS:** Answer Question **One** (Compulsory) and any other **Two** questions

## QUESTION ONE (COMPULSORY) (30 MARKS)

- Discuss the origin and development of Public Relations. (10 marks)
- Evaluate factors that have contributed to development of modern Public Relations in the nineteenth and twentieth century. (10 marks)
- Elaborate the contribution of Edward Ledbetter Bernays to the development of Public Relations. (5 marks)
- Maanzoni Hotel has maintained a good corporate image for many years. Explore Five benefits that the firm may derive from the situation. (5 marks)

## QUESTION TWO (20 MARKS)

- Public Relations is a management function. Discuss this statement. (10 marks)
- Public relations is both an art and a social science. Justify. (10 marks)

## QUESTION THREE (20 MARKS)

- Research is essential in Public Relations, Discuss why a Public Relations department would and would not carry out research at the same time. (12 marks)
- Assess the advantages of using focus groups in conducting research. (8 marks)

#### **QUESTION FOUR (20 MARKS)**

- a) In an effort to achieve their public relations goals, many companies engage in the sponsorship of education programmes. Explain the reasons that may account for this trend. (12 marks)
- b) Explain the four stages of a crisis management. (8 marks)

#### **QUESTION FIVE**

- a) A theory can illuminate an aspect of your communication so that you understand the process much more clearly; a theory also can hide things from your understanding or distort the relative importance of things in a given situation. Discuss the commonly used theories in Public Relations; (15 marks)
- b) Explore five personal attributes that may hinder public relations manager from discharging his duties effectively. (5 marks)