



MACHAKOS UNIVERSITY
DIPLOMA IN HUMAN RESOURCE.

SCHOOL: OF BUSINESS.

DEPARTMENT: OF BUSINESS ADMINISTRATION.

UNIT NAME: PUBLIC RELATIONS.

UNIT CODE:

ATTEMPT ANY FIVE QUESTIONS.

TIME:2 HOURS.

NB: Any cheating will lead to disqualification.

1. a) Explain the importance of public relations to any organizations.(10 marks).
- b) Discuss the role that public relations can act the brands in the market.(10marks)
2. a)Define public relations in the context of the organization and its stakeholders. (5 marks).
- b) Discuss the evolution of public relations to today. (15 marks)
3. Discuss 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. Discuss the special areas of public relation to the organization and the public's. (20 marks)
7. Discuss both the intrinsic and extrinsic essentials of human relations. (20 marks)