



# **MACHAKOS UNIVERSITY**

**University Examinations for 2018/2019 Academic Year**

**SCHOOL OF BUSINESS AND ECONOMICS**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**FIRST YEAR FIRST SEMESTER EXAMINATION FOR**

**DIPLOMA IN HUMAN RESOURCE MANAGEMENT**

**2908/205: PUBLIC RELATIONS**

**DATE: 18/4/2019**

**TIME: 8:30 – 10:30 AM**

---

## **INSTRUCTIONS:**

**ATTEMPT ANY FIVE QUESTIONS.**

1. a) Explain the importance of public relations to any organizations. (10 marks)  
b) Discuss the role that public relations play to the brands in the market. (10 marks)
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)