



MACHAKOS UNIVERSITY

University Examinations for 2022/2023 Academic Year

**SCHOOL OF BUSINESS, ECONOMICS AND HOSPITALITY AND TOURISM
MANAGEMENT**

DEPARTMENT OF BUSINESS ADMINISTRATION AND FINANCE

THIRD YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE

BBA 314: PUBLIC RELATIONS

DATE:

TIME:

INSTRUCTIONS: Attempt Question ONE and any other TWO question

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) In any organization there are benefits derived from promoting good internal relations in an organization. Outline any five such benefits. (10 marks)
- b) Outline any five activities that are performed by a Public Relations Officer. (5 marks)
- c) Explain in five points the importance of learning Public Relations to a Human Resource Specialist (5 marks)
- d) Explain in five points the qualities that a Public Relations Practitioner should exhibit when handling a complaint about the organization (10 marks)

QUESTION TWO (20 MARKS)

- a) Explain five differences between Public Relations and Advertising. (10 marks)
- b) In any organization, Customers complaints are very important and should be addressed as quickly as possible. In five points explain why this is essential. (10 marks)

QUESTION THREE (20 MARKS)

- a) Discuss five possible indicators of Conflict in an organization. (10 marks)
- b) Explain in five points the importance of every organization maintaining a Crisis management team. (10 marks)

QUESTION FOUR (20 MARKS)

- (a) Outline five roles of the Public Relations Practitioner in every organization. (10 marks)
- (b) Explain five basic types of publics in Public Relations. (10 marks)

QUESTION FIVE (20 MARKS)

- (a) Culture can powerfully shape the organization long term success. Discuss in five points the importance of organization culture. (10 marks)
- (b) Public Relations Practitioners are sometimes faced with challenges in trying to balance between the truth and propaganda. Discuss five such challenges. (10 marks)