



MACHAKOS UNIVERSITY

University Examinations for 2017/2018 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS, ENTREPRENEURSHIP & MANAGEMENT SCIENCE

THIRD YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR OF COMMERCE

BBA 314: PUBLIC RELATIONS

DATE: 5/12/2017

TIME: 2:00 – 4:00 PM

INSTRUCTIONS

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

1. (a) In any organization there are benefits derived from promoting good internal relations .
Outline them. (10 marks)
- (b) Outline the principles that any Public Relations practitioner should observe while dealing with the media. (10 marks)
- (c) Discuss the steps that Public Relations Officer should follow when conducting market research on behalf of his/her organization. (10 marks)
2. (a) Explain the difference between Public Relations and Advertising. (10 marks)
- (b) In any organization, Customers complaints are very important and should be addressed as quickly as possible. Explain why this is essential. (10 marks)
3. (a) Discuss the possible indicators of Conflict in an organization. (10 marks)
- (b) Explain the importance of every organization maintaining a Crisis management team as far as Public Relations is concerned (10 marks)

4. (a) Outline the role of the Public Relations Practitioner in every organization (10 marks)
- (b) Explain the basic Publics of Public Relations (10 marks)
5. (a) Culture can powerfully shape the organization's long term success. Discuss the importance of organization culture. (10 marks)
- (b) A good news release should tell a story the same way a journalist could have written it. Outline the essentials of a good presentation of a news release. (10 marks)