



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:

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

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Discuss the origin and development of Public Relations. (10 marks)
- b) Evaluate factors that have contributed to development of modern Public Relations in the nineteenth and twentieth century. (10 marks)
- c) Elaborate the contribution of Edward Ledbetter Bernays to the development of Public Relations. (5 marks)
- d) 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)

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

QUESTION THREE (20 MARKS)

- a) 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)
- b) 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)