



KIBABII UNIVERSITY COLLEGE (KIBUCO)

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2014 /2015 ACADEMIC YEAR**

THIRD YEAR FIRST SEMESTER EXAMINATIONS

MAIN EXAMINATION

DEGREE

OF

BACHELOR OF COMMERCE

COURSE CODE: BCB 304

COURSE TITLE: PUBLIC RELATIONS

DATE: 12TH JANUARY 2015

TIME: 3.00-5.00 P.M

INSTRUCTIONS TO CANDIDATES:

Answer Question ONE and any other Two Questions

TIME: 2 Hours

SECTION A COMPULSORY 30 MARKS

- (a) Explain the functions of public relations (5 marks)
- (b) Explain distinct areas in which differences occur between public relations and advertising (5 marks)
- (c) Identify types of public relations consultancy (5 marks)
- (d) Explain basic publics that apply to most commercial organizations (5 marks)
- (e) Distinguish between various types of public relations events (5 marks)
- (f) Identify types of public relations speciality areas (5 marks)

Question two

- (a) Explain the role of public relations in an organization (10 marks)
- (b) Discuss the three P's of crisis in management. (10 marks)

Question Three

- (a) Discuss the situation analysis methods in relation to managing planned public relations programmes (10 marks)
- (b) Identify ways in which an organization may conduct public relations in the political context (10 marks)

Question four

Working closely with management, the in-house PRO is in strong position to demonstrate the value of public relations. However, employing a public relations consultancy will pose both advantages and disadvantages discuss.

- (a) The advantages (10 marks)
- (b) The disadvantages (10 marks)

Question five

- (a) An important feature of all objectives is that they should be "SMART". Explain. (10 marks)
- (b) Explain the media relations guidelines that are widely followed (10 marks)