



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2018/2019 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER

**SCHOOL OF ARTS & SOCIAL SCIENCES
BSc COMMUNICATION & PUBLIC
RELATIONS**

COURSE CODE: CMM 410

**COURSE TITLE: CONTEMPORARY ISSUES IN
COMMUNICATION & PUBLIC RELATIONS**

DATE: 16TH APRIL, 2019

TIME: 8.30AM-10.30AM

Answer question ONE and any other TWO questions

*This paper consists of **TWO** printed pages. Please turn over.*

1. (a) “Global Public Relations should balance between standardization and individualization.” Using relevant examples, discuss the meaning of this statement. **(8 mks)**

(b) Diversity is a crucial component in an organization. As a public relations practitioner, discuss any FIVE key activities that you will engage in to ensure you tap into its benefits. Use relevant examples. **(15 mks)**

(c) “New media has transformed and had a major impact to the field of Public Relations.” Using relevant examples, discuss this statement. **(7 mks)**

2. (a) Differentiate between *Cultural Interpreter Model* and *Personal Influence Model*. **(8 mks)**
(b) Using relevant examples, explain the significance of each of the above models to the field of Public Relations. **(12 mks)**

3. Using relevant examples, discuss EIGHT essential principles that a practitioner must adhere to in the world of globalization. **(20 mks)**

4. (a) “It is important to realize that CSR is not only a public relations program, but involves the whole corporation on multiple levels. Discuss this statement with relevant illustrations. **(5 mks)**
(b) Explain the TWO basic levels of CSR and their components. **(15 mks)**

5. . Explain the FIVE considerations that a practitioner must understand in order to perform his or her roles effectively. **(20 mks)**

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