



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2018/2019 ACADEMIC YEAR  
THIRD YEAR SECOND SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES  
BACHELOR OF COMMUNICATION AND  
PUBLIC RELATIONS**

**COURSE CODE: CPR 3203**

**COURSE TITLE: ETHICS IN PUBLIC RELATIONS**

**DATE: 25<sup>TH</sup> APRIL 2019**

**TIME: 11.00AM-1.00PM**

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**INSTRUCTIONS TO CANDIDATES**

Answer question ONE and any other TWO questions.

### **QUESTION ONE**

- (a) All public relations practitioners must be registered under the PRSK for accreditation. As a regulatory body, PRSK has provided the code of conduct for the practitioners. Discuss the PRSK code of conduct for its members. (20 mks)
- (b) Ethical theories can be divided into TWO main classifications. State these two classifications by explaining what they entail. (10 mks)

### **QUESTION TWO**

Write brief notes on the following as they relate to public relations ethics  
(Total 20 mks)

- (a) The Potter box (5 mks)
- (b) The Press Agency mode (5 mks)
- (c) The Public Information mode (5 mks)
- (d) The Two -Way Symmetric mode (5 mks)

### **QUESTION THREE**

Define the following theories as used in public relations (Total 20 mks);

- (a) Cognitivism Theory (5 mks)
- (b) Non-Cognitivism Theory (5 mks)
- (c) Categorical Imperative (5 mks)
- (d) Excellence Theory (5 mks)

### **QUESTION FOUR**

How have the following philosophers contributed to ethics?

- (a) Immanuel Kant (10 mks)
- (b) John Stuart Mill (10 mks)

### **QUESTION FIVE**

Your digital footprints are a great determinant in your future profession as a public relations practitioner. Discuss the ethical issues in social media in public relations. (20 mks)

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