



MAASAI MARA UNIVERSITY

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

**SCHOOL OF BUSINESS AND ECONOMICS
CERTIFICATE IN BUSINESS MANAGEMENT**

**COURSE CODE: CBM 012
COURSE TITLE : INTRODUCTION TO PUBLIC
RELATIONS**

DATE: 19TH AUGUST, 2019

TIME: 0830 - 1030HRS

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **THREE** Questions

This paper consists of 2 printed pages. Please turn over.

QUESTION ONE

- a) Define the phrase public relations and state the four public relations models practised today **(10mks)**
- b) Describe the evolution of public relations **(5mks)**
- c) Explain five public relation skills giving examples on each **(10mks)**

QUESTION TWO

- a) Explain five foundational principles of public relations by Dr.Mathew Cabot **(15mks)**

QUESTION THREE

- a) Describe the four fundamental questions asked in the RACE process **(8mks)**
- b) Discuss five types of research and briefly state their values **(7mks)**

QUESTION FOUR

- a) Explain the three components of persuasion **(6mks)**
- b) Describe the persuasion process **(9mks)**

QUESTION FIVE

- a) Discuss five characteristics of news and state the various sources of **(8mks)**
- b) Explain the major trends in public relations **(7mks)**

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