



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS 2020/2021 ACADEMIC YEAR SECOND YEAR SECOND SEMESTER

SCHOOL OF BUSINESS AND ECONOMICS DIPLOMA IN BUSINESS MANAGEMENT

COURSE CODE: DBM 016

COURSE TITLE: PUBLIC RELATIONS

DATE: 13TH OCTOBER, 2021

TIME: 1100 – 1300 HRS

INSTRUCTIONS TO CANDIDATES

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

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

QUESTION ONE

- a) Describe **FIVE** qualities that a Public Relations Manager must possess to be efficient in his assignments. **(10 marks)**
- b) State **FIVE** dangers associated with failure to define publics prior to implementation of a Public Relations Program. **(5 marks)**
- c) There has been a conflict between the advertising team and the PR team in your organisation. As the PR manager, you have been called to help resolve the conflict. Describe to the employees how Public relations differs from advertising **(10mks)**

QUESTION TWO

- i) Explain the various strategies that the organization can use to engage the media in order to improve its image and reputation. **(10 marks)**
- ii) Outline five functions of the Public relations department **(5marks)**

QUESTION THREE

Briefly Discuss any five methods that can be used for internal public relations

(15 marks)

QUESTION FOUR

- a) Explain the six-point planning model which is widely accepted by profession Public Relations Practitioners. **(12 marks)**
- b) Highlight **FOUR** reasons Public Relations is important to an organization. **(8 marks)**

QUESTION Five

- a) Explain the six-point planning model which is widely accepted by profession Public Relations Practitioners. **(12 marks)**
- b) Elucidate **FOUR** reasons Public Relations is important to an organization. **(8 marks)**

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