



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER**

**SCHOOL OF ARTS, HUMANITIES, SOCIAL
SCIENCES AND CREATIVE INDUSTRIES
BACHELOR ARTS IN COMMUNITY
DEVELOPMENT**

**COURSE CODE: CMD 2215-1
COURSE TITLE : PUBLIC RELTIONS IN
COMMUNITY DEVELOPMENT**

DATE: 19/4/2023

TIME: 0830-1030HRS

INSTRUCTIONS TO CANDIDATES

- Answer question ONE (compulsory) and any other TWO questions.
- Question one carries 20 marks
- All other questions carry 15 marks

QUESTION ONE

(a) Explain the concept of human relations and community development.

(10 Marks)

(b) Write two examples of prospective speeches to prospective managers.

(10 Marks)

QUESTION TWO

(a) Present two skills of public relations for community organization

(10 Marks)

(b) Discuss two approaches employed in public relations.

(5 Marks)

QUESTION THREE

In your own view give two examples of posters and two examples of public speeches.

(15 Marks)

QUESTION FOUR

(a) Explain how media can be involved in public relations.

(10 Marks)

(b) Clearly show by examples written methods of community development.

(5 Marks)

QUESTION FIVE

(a) Discuss the importance of public relations in community development.

(10 Marks)

(b) Explain how you can impact the community as a public relations officer.

(5 Marks)

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