



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2017/2018 ACADEMIC YEAR

SECOND YEAR SECOND SEMESTER

SCHOOL OF ARTS AND SOCIAL SCIENCES

BACHELOR ARTS IN SOCIAL WORK

COURSE CODE: CMD 2215

**COURSE TITLE: PUBLIC RELATIONS AND
COMMUNITY DEVELOPMENT**

DATE: 27TH APRIL, 2018

TIME: 1100 - 1300 HRS

INSTRUCTIONS TO CANDIDATES

- *Answer question ONE (compulsory) and any other TWO questions.*
- *Question one carries 30 marks*
- *All other questions carry 20 marks*

1. (a) Explain the role of ethics in public relations. **(8 Marks)**
- (b) Briefly discuss the historical development of public relations. **(12 Marks)**
- (c) Compare and contrast public relations vs communication. **(10 Marks)**

SECTION B: ANSWER ANY TWO QUESTIONS FROM THIS SECTION

- 2.(a) Explain four roles of public relations to communities/societies. **(10 Marks)**
- (b) Discuss how effective public relations sector can contribute to development. **(10 Marks)**
- 3.(a) Highlight at least three social media Do's and Don'ts. **(10 Marks)**
- (b) Using examples, discuss three challenges associated with digital media in the light of rural communities. **(10 Marks)**
- 4.(a) Discuss two examples basic principles that underpin public relation Planning. **(10 Marks)**
- (b) In your own view, explain the role of ethical professionalism and its application to public relations. **(10 Marks)**
- 5.(a) Write short notes on the following concepts:
- i. Linear, non-linear models **(4 Marks)**
 - ii. Open and closed systems **(4 Marks)**
 - iii. Environmental spinning **(4 Marks)**
 - iv. Community and public relations **(4 Marks)**

.....**END OF EXAMS**.....