



# MAASAI MARA UNIVERSITY

## REGULAR UNIVERSITY EXAMINATIONS

**2018/2019 ACADEMIC YEAR  
FOURTH YEAR SECOND SEMESTER**

**SCHOOL OF ARTS & SOCIAL  
SCIENCES  
BSc COMMUNICATION & PUBLIC  
RELATIONS**

**COURSE CODE: CMM 410**

**COURSE TITLE: CONTEMPORARY  
ISSUES IN**

# COMMUNICATION & PUBLIC RELATIONS

DATE: 16<sup>TH</sup> APRIL, 2019  
10.30AM

TIME: 8.30AM-

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**Answer question ONE and any other TWO questions**

*This paper consists of **TWO** printed pages. Please turn over.*

1. (a) “Global Public Relations should balance between standardization and individualization.” Using relevant examples, discuss the meaning of this statement.

**(8 mks)**

(b) Diversity is a crucial component in an organization. As a public relations practitioner, discuss any FIVE key activities that you will engage in to ensure you tap into its benefits. Use relevant examples.

**(15 mks)**

(c) “New media has transformed and had a major impact to the field of Public Relations.” Using relevant examples, discuss this statement.

**(7 mks)**

2. (a) Differentiate between *Cultural Interpreter Model* and *Personal Influence Model*.

**(8 mks)**

(b) Using relevant examples, explain the significance of each of the above models to the field of Public Relations.

**(12 mks)**

**3.** Using relevant examples, discuss EIGHT essential principles that a practitioner must adhere to in the world of globalization. **(20 mks)**

**4.** (a)“It is important to realize that CSR is not only a public relations program, but involves the whole corporation on multiple levels. Discuss this statement with relevant illustrations. **( 5 mks)**

(b) Explain the TWO basic levels of CSR and their components.

**(15 mks)**

**5.** . Explain the FIVE considerations that a practitioner must understand in order to perform his or her roles effectively. **(20 mks)**

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