



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS 2018/2019 ACADEMIC YEAR THIRD YEAR SECOND SEMESTER

SCHOOL OF BUSINESS AND ECONOMICS BACHELOR OF SCIENCE IN HUMAN RESOURCE

COURSE CODE: BHR 3204
COURSE TITLE: PUBLIC RELATIONS

DATE 23RD APRIL 2019
PM

TIME: 11.00AM-1.00

INSTRUCTIONS TO CANDIDATES

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

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

QUESTION ONE

- (a) Definitions of Public Relations bring out several salient elements. Identify these elements and explain how they apply to the practice of Public Relations (**6 marks**)
- (b) Public Relations is a process. Explain the various stages in this process and explain the importance of each stage in the practice of Public Relations
(**6 marks**)
- (c) Distinguish between Public Relations and Journalism (**8 marks**)
- (d) Discuss the variables considered when planning a communication
(**5 marks**)

QUESTION TWO

- (a) “Doing a campaign is one thing. But measuring the effect is quite another. How can we even know if we have achieved our goal? It is so frustrating!!!!”
“No! You can always evaluate the performance of your program, especially if you had set the criteria before hand,” is your reassuring response.
Using practical examples explain to him the elements of evaluation criteria
(**7 marks**)
- (b) Describe the various levels at which program evaluations are performed.
(**5 marks**)
- (c) Using relevant examples demonstrate uses of persuasion in Public Relations
(**3 marks**)

QUESTION THREE

Discuss briefly the following:

- (a) The basis on which news releases are judged in Public Relations.
(**6 marks**)

(b) Typical elements of an advisory issued in a media alert in Public Relations

(4 marks)

(c) A pitch in Public Relations and its usefulness.

(5 marks)

QUESTION FOUR

A valid survey in Public Relations must have a questionnaire. Discuss. **(15 marks)**

QUESTION FIVE

Every Public Relations program must have a plan

(a) Define a program plan in Public Relations and discuss the elements thereof.

(9 marks)

(b) Discuss the various prompters to a Public Relations program, clearly demonstrating the importance of each prompter.

(6 marks)

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END.....