



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2018/2019 ACADEMIC YEAR

SECOND YEAR SECOND SEMESTER

**SCHOOL OF ARTS & SOCIAL SCIENCES
BACHELOR OF ARTS IN SOCIAL WORK**

COURSE CODE: CMD 2215

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

DATE: 17TH APRIL, 2019

TIME: 1100 -1300 HRS

INSTRUCTIONS TO CANDIDATES

- Question **ONE** is compulsory
- Answer any other **TWO** questions

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

1. (a) Explain the following concepts:
- i. Public relations (4 Marks)
 - ii. Audience targeting (4 Marks)
 - iii. Social media marketing (4 Marks)
 - iv. Ethics (4 Marks)
- (b) Briefly present 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) Present three challenges associated with digital media in the light of rural communities. (10 Marks)
- 4.(a) Discuss two 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**.....