



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER

**SCHOOL OF ARTS HUMANITIES SOCIAL
SCIENCES AND CREATIVE INDUSTRIES
BACHELOR OF SCIENCE IN COMMUNICATION &
PUBLIC RELATIONS/JOURNALISM**

COURSE CODE: CPR 4206

**COURSE TITLE: PUBLIC RELATIONS
STRATEGIES AND TECHNIQUES**

DATE: 25/4/2023

TIME: 1430-1630 HRS

INSTRUCTIONS TO CANDIDATES

- (i) Answer question ONE (Compulsory) and any other TWO questions.
- (ii) Total Marks - (70 Marks)

Question One

(i) (a) Why is planning important in public relations process? **(4 Marks)**

(b) Describe the elements of a programme plan. **(16 Marks)**

(ii) Your company has opened a new branch in Ethiopia for food processing.

(a) Describe a suitable strategic perspective you would recommend to your manager for operating in a new environment. **(4 Marks)**

(b) Highlighting the strategy's assumptions and processes. **(6 Marks)**

Question Two

(i) Differentiate strategy from tactic. **(2 Marks)**

(ii) Outline the three major barriers to effective public relations in government. **(6 Marks)**

(iii) Discuss FOUR major goals of government public affairs programs. **(12 Marks)**

Question Three

For the purposes of identification, non-profit social organizations and their functions may be grouped into several categories. Discuss FIVE. **(20 Marks)**

Question Four

Your PR firm was in charge of the launch of Richmond Hotel on behalf of the Richmond Group of Companies. Explain to your client, the TEN levels of programme evaluation that you will be using in assessing the current position of the hotel after several months of the launch. **(20 Marks)**

Question Five

A carefully conceived research plan will lay a strong foundation for programme planning. Discuss FIVE research strategies you would use for delving into the heart of a problem to determine the needs of that issue. **(20 Marks)**