



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER

SCHOOL OF BUSINESS AND ECONOMICS

**DIPLOMA IN HUMAN RESOURCE
MANAGEMENT**

COURSE CODE:DBM 16

COURSE TITLE:PUBLIC RELATIONS

DATE: 19/4/2023

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

- *Answer question ONE (compulsory) and any other THREE*
- *Question one carries 25 marks*
- *All other questions carry 15 mark*

QUESTION ONE

- a) Explain five benefits that an organization may get from having good human relation **(10 marks)**
- b). Outline five measures that may be taken by the public relations team to improve the relationship between an organization and its public **(5 marks)**
- c) Explain 5 disadvantages of using consultancy firm to undertake public relations activities for an organization **(10 marks)**

QUESTION TWO

- a) Explain **FIVE** general code of Ethics of PR personnel. **(5 marks)**
- b) Discuss ways through which an employee may overcome frustration, **(10 marks)**

QUESTION THREE

- a) Explain why corporate identity of an organization is important. **(5 marks)**
- b) Explain **FIVE** methods that organization may use to evaluate the effectiveness of a public relations programme. **(10 marks)**

QUESTION FOUR

- a) Explain **FIVE** factors to consider while selecting a consultancy firm to seek services from for PR **(5 marks)**
- b) Explain **FIVE** reason why organizations may need to understand the personalities of its employees **(10 marks)**

QUESTION FIVE

- a) Epity Limited has a major crisis attracting media attention. Explain **FIVE** measures that the organization can put in place to satisfy the media interest.

(10 marks)

- b) State the reasons why propaganda is a successful tool in PR. **(5 marks)**

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