



MAASAI MARA UNIVERSITY
REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER

SCHOOL OF ARTS AND SOCIAL SCIENCES
BACHELOR OF SCIENCE IN PUBLIC
RELATIONS

COURSE CODE: CPR 4106

COURSE TITLE: CONFLICT MANAGEMENT AND
NEGOTIATION SKILLS

DATE: 8TH DECEMBER 2022

TIME: 1100-1300

INSTRUCTIONS TO CANDIDATES

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

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

QUESTION ONE

a) Discuss FIVE ethical considerations that a journalist should have in mind while reporting in a conflict situation. (15mks)

Alvin and Melinda got married six years ago. They have been blessed with a three year old daughter. Unfortunately, Alvin lost his job a year ago and has been depending on his wife. Recently, Melinda discovered that Alvin has fathered a child with Maureen and they have a two year old son. Alvin had never confided in her that he had a child out of wedlock, she only learnt about it when Maureen came to demand for child support. Melinda has decided to quit the marriage. You have been requested to mediate in the conflict. In relation to the above scenario:

b) Define mediation and state its importance (5mks)

c) Discuss your role as the mediator in the resolution of the conflict. (10 mks)

QUESTION TWO

a. Conflict is inevitable and a necessary part of life. Discuss the role of conflict in society. (20mks)

QUESTION THREE

Media is a powerful tool especially during conflict. Discuss practices expected of a conflict sensitive journalist when reporting conflict. (20mks)

QUESTION FOUR

Discuss the critical role that journalists play in peace keeping and peace building in regions with conflict. (20mks)

QUESTION FIVE

Discuss five conflict resolution strategies that you would employ as the public Relations manager of Maasai Mara University to resolve conflicts within the institution. Use relevant examples. (20mks)

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MAASAI MARA UNIVERSITY

**UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER**

**SCHOOL OF ARTS AND SOCIAL SCIENCES
BACHELOR OF SCIENCE IN PUBLIC
RELATIONS**

COURSE CODE: CMJ1100

COURSE TITLE: COMMUNICATION SKILLS

DATE: December 2022

TIME:

INSTRUCTIONS TO CANDIDATES

Question **ONE** is compulsory

Answer any other **TWO** questions

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

SECTION C: EXAM SKILLS (10 MARKS)

a)Angela, a first year, is anxious about the forthcoming end of semester examinations. She has confided in you about her fear. What would you advise her in relation to preparation of examinations? (10mks)

b)Explain how applying the Preview, Question, Re read, select and think (PWRST) technique may improve your achievement in CMJ 1100 examination. (10 marks)

(c)There are several reasons why a student can fail in examinations. Discuss any **THREE** reasons **(3mks)**

Explain the meaning of the following direction words that you came across in the examinations:

(i) Define **(1mk)**

(ii) Exemplify **(1mk)**

(iii) Classify **(1mk)**

(iv) Comment **(1mk)**

(a) Describe the technique that one can employ to answer objective questions in an examination **(3mks)**