



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR
THIRD YEAR SECOND SEMESTER**

**SCHOOL OF PURE APPLIED AND HEALTH
SCIENCES
BSC INFORMATION SCIENCES**

COURSE CODE: INS 3235-1

COURSE TITLE: PUBLIC RELATIONS

DATE:31/5/24

TIME: 1100-1300HRS

INSTRUCTIONS TO CANDIDATES

Answer Question ONE and any other TWO questions

QUESTION ONE (COMPULSORY 20 MARKS)

SECTION A

- a. Distinguish between public relations with the following. **(2 Marks)**
 - i. Advertising
 - ii. Journalism
- b. Explain the following terms as used in public relations. **(3 Marks)**
 - i. Press release
 - ii. Feature articles,
 - iii. Press conferences
- c. Give a brief history and development of public relations. **(6 Marks)**
- d. Explain five qualities of a good public relations practitioner. **(5 Marks)**
- e. Outline the two ways of defining public relations objectives. **(2 Marks)**
- f. Give two effects of achieving objectives. **(2 Marks)**

SECTION B

QUESTION TWO

- a. Give an example of an organogram for a PR department in a large manufacturing company. **(6 Marks)**
- b. List four responsibilities of a public relations manager. **(4 Marks)**
- c. Morris was recently employed in a busy law firm. One of the assignments is to prepare the year's work plan for the firm. Suggest five activities he should include in the plan. **(5 Marks)**

QUESTION THREE

- a. List the steps of developing a strategic program plan. **(5 Marks)**
- b. Write down three ways of achieving specific objectives. **(3 Marks)**
- c. Outline five benefits of planning public relations programmes.
(5 Marks)
- d. Explain two aspects of planning. **(2 Marks)**

QUESTION FOUR

- a. List the six components of the Frank Jefkins (1994) model. **(6 Marks)**
- b. Explain three useful guidelines in budgeting. **(3 Marks)**
- c. Define the term 'publics' as used in public relations. **(2 Marks)**
- d. Give the advantages of defining publics in public relations. **(4 Marks)**

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