



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY
EXAMINATIONS
2018/2019 ACADEMIC YEAR
THIRD YEAR SECOND SEMESTER**

**SCHOOL OF ARTS & SOCIAL
SCIENCES
BACHELOR OF COMMUNICATION
AND PUBLIC RELATIONS**

**COURSE CODE: CPR 3203
COURSE TITLE: ETHICS IN PUBLIC
RELATIONS**

**DATE: 25TH APRIL 2019
11.00AM-1.00PM**

TIME:

INSTRUCTIONS TO CANDIDATES

Answer question ONE and any other TWO questions.

QUESTION ONE

- (a) All public relations practitioners must be registered under the PRSK for accreditation. As a regulatory body, PRSK has provided the code of conduct for the practitioners. Discuss the PRSK code of conduct for its members.
(20 mks)
- (b) Ethical theories can be divided into TWO main classifications. State these two classifications by explaining what they entail. (10 mks)

QUESTION TWO

Write brief notes on the following as they relate to public relations ethics

- (Total 20 mks)
- | | |
|---------------------------------|---------|
| (a) The Potter box | (5 mks) |
| (b) The Press Agency mode | (5 mks) |
| (c) The Public Information mode | (5 mks) |
| (d) The Two -Way Symmetric mode | (5 mks) |

QUESTION THREE

Define the following theories as used in public relations (Total 20 mks);

- | | |
|----------------------------|---------|
| (a) Cognitivism Theory | (5 mks) |
| (b) Non-Cognitivism Theory | (5 mks) |
| (c) Categorical Imperative | (5 mks) |
| (d) Excellence Theory | (5 mks) |

QUESTION FOUR

How have the following philosophers contributed to ethics?

- (a) Immanuel Kant (10 mks)
- (b) John Stuart Mill (10 mks)

QUESTION FIVE

Your digital footprints are a great determinant in your future profession as a public relations practitioner. Discuss the ethical issues in social media in public relations.

(20 mks)

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