



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2023/2024 ACADEMIC YEAR**

**FIRST YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS**

**DIPLOMA IN BUSINESS MANAGEMENT**

**COURSE CODE: DBM 16**

**COURSE TITLE: PUBLIC RELATIONS**

**DATE: 6/12/2023**

**TIME: 1100-1300 HRS**

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**INSTRUCTIONS TO CANDIDATES**

Answer Question **ONE** and any other **THREE**

### **QUESTION ONE**

- a) Demonstrate **FIVE** importance of defining the Public in relations to the success of the Organization. **(10 marks)**
- b) Illustrate **FIVE** General code of conduct expected from Employer to promote the co-existence in the organization. **(10marks)**
- c) There has been a conflict between the advertising team and the PR team in your organisation. As the PR manager, you have been called to help resolve the conflict. Describe to the employees how Public relations differs from advertising. **(5marks)**

### **QUESTION TWO**

- i) Explain the various strategies that the organization can use to engage the media in order to improve its image and reputation. **(10 marks)**
- ii) State various ways on how to deal with resistance to effective public relation among employees **(5marks)**

### **QUESTION THREE**

Briefly Discuss any five methods that can be used for internal public relations **(15MKS)**

### **QUESTION FOUR**

- a) Explain the codes of Ethics public relations Managers are supposed to possess while at their place of work **(10 marks)**
- b) Explain reasons why Public Relations is important to an organization in achieving the goals **(5 marks)**

### **QUESTION FIVE**

- a) Explain the six-point planning model which is widely accepted by profession Public Relations Practitioners. **(10 marks)**
- b) Demonstrate five strategies an organization should adopt to enhance its public relations. **(5 marks)**

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