



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATION
2023/2024 ACADEMIC YEAR
YEAR THREE SEMESTER TWO**

**SCHOOL OF ARTS, HUMANITIES, SOCIAL
SCIENCES AND CREATIVE INDUSTRIES
BACHELOR OF ARTS IN COMMUNITY
DEVELOPMENT**

**COURSE CODE:CMD 2215-1:
COURSE TITLE: PUBLIC RELATIONS IN
COMMUNITY DEVELOPMENT**

DATE: 23/4/2024

TIME: 0830-1030 HRS

INSTRUCTIONS:

- ANSWER QUESTION ONE (Compulsory)and any other TWO questions
- Question one carries 20 marks
- All other questions carry 15 marks

QUESTION ONE

(a) Explain the concept of human relations and community development.

(10 Marks)

(b) Write two clear examples of prospective speeches to prospective managers.

(10 Marks)

QUESTION TWO

(a) Present two skills of public relations for community organization.

(10 Marks)

(b) Discuss two approaches employed in public relations.

(5 Marks)

QUESTION THREE

In your own view give two examples of posters and two examples of public speeches.

(15 Marks)

QUESTION FOUR

(a) Explain how media can be involved in public relations. **(10 Marks)**

(b) Clearly show by examples written methods of community development.

(5 Marks)

QUESTION FIVE

(a) Discuss the importance of public relations in community development.

(10 Marks)

(b) Explain how you can impact the community as a public relations officer.

(5 Marks)

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