



# **MAASAI MARA UNIVERSITY**

## **REGULAR UNIVERSITY EXAMINATIONS**

**2018/2019 ACADEMIC YEAR  
SECOND YEAR SECOND SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES  
BACHELOR OF ARTS IN SOCIAL WORK**

**COURSE CODE: CMD 2215  
COURSE TITLE : PUBLIC RELATIONS IN  
COMMUNITY**

**DEVELOPMENT**

**DATE: 17<sup>TH</sup> APRIL, 2019  
HRS**

**TIME: 1100 -1300**

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## **INSTRUCTIONS TO CANDIDATES**

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

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

1. (a) Explain the following concepts:

- i. Public relations  
**(4 Marks)**
- ii. Audience targeting  
**(4 Marks)**
- iii. Social media marketing  
**(4 Marks)**
- iv. Ethics  
**(4 Marks)**

(b) Briefly present the historical development of public relations.

**(12 Marks)**

(c) Compare and contrast public relations vs communication.  
**(10 Marks)**

## **SECTION B: ANSWER ANY TWO QUESTIONS FROM THIS SECTION**

2.(a) Explain four roles of public relations to communities/societies.

**(10 Marks)**

(b) Discuss how effective public relations sector can contribute to

development.

**(10 Marks)**

3.(a) Highlight at least three social media Do's and Don'ts.  
**(10 Marks)**

(b) Present three challenges associated with digital media in the light of rural communities.  
**(10 Marks)**

4.(a) Discuss two basic principles that underpin public relation planning.

**(10 Marks)**

(b) In your own view, explain the role of ethical professionalism and its application to public relations.

**(10 Marks)**

5.(a) Write short notes on the following concepts:

i. Linear, non-linear models  
**(4 Marks)**

ii. Open and closed systems  
**(4 Marks)**

iii. Environmental spinning  
**(4 Marks)**

iv. Community and public relations  
**(4 Marks)**

.....**END** **OF**  
**EXAMS**.....