



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF COMMERCE

UNIVERSITY ORDINARY EXAMINATION

2020/2021 ACADEMIC YEAR

**THIRD YEAR SECOND SEMESTER EXAMINATION FOR DIPLOMA IN
BUSINESS MANAGEMENT**

BCB 053– PUBLIC RELATIONS

DURATION: 2 HOURS

Instructions to candidates:

1. Answer question One and Any Other Two questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination paper.

QUESTION ONE -(30MARKS)

- a) Outline five components of public relations. (5marks)
- b) List five jobs in the field of public relations. (5marks)
- c) Outline five functions of the public relations department. (5marks)
- d) Highlight the rules of law in public relations. (5marks)
- e) Outline five ways media impacts public relations. (5marks)
- f) List five attributes of a good public relations practitioner. (5marks)

SECTION B: ANSWER ANY TWO QUESTIONS

QUESTION TWO- (20MARKS)

- a) Explain the services provided by a public relations consultant. (10marks)
- b) Discuss the ethics and law of public relations. (10marks)

QUESTION THREE -(20MARKS)

- a) Denote and discuss the meaning of public relations as defined by British Institute of Public relations (BIPR) (10marks)
- b) Discuss five classifications of public relations as given by Goth and Mash(2000). (10marks)

QUESTION FOUR- (20MARKS)

- a) Differentiate between public relations and marketing. (10marks)
- b) Explain the organisation of the public relations department. (10marks)