



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF COMMERCE

UNIVERSITY ORDINARY EXAMINATION

2020/2021 ACADEMIC YEAR

**SECOND YEAR FIRST SEMESTER EXAMINATION FOR, DIPLOMA IN
CRIMINOLOGY AND SECURITY STUDIES**

BCP 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 question paper.

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION

QUESTION ONE (30 MARKS)

- a) Highlight four basic ethical codes that a public relations specialist must adhere to. (4Marks)
- b) Define the following terms:
 - i. Propaganda. (2Marks)
 - ii. Public Relations. (2Marks)
 - iii. Consultancy. (2Marks)
 - iv. Lobbying. (2Marks)
- c) State four principles of Public Relations. (4Marks)
- d) Identify three types of trends that are emerging in public relations. (3Marks)
- e) List five duties of a PR Manager. (5Marks)
- f) Outline three types of media. (3Marks)
- g) Highlight three consequences that may arise from bad/peer public relations. (3Marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

- a) Discuss the evolution of Public Relations. (10Marks)
- b) Expound on the 5 types of publics. (10Marks)

QUESTION THREE (20 MARKS)

- a) Explain five factors that an organisation should consider when selecting a consultancy firm. (10Marks)
- b) Describe five types of events that a firm can conducting using the press. (10Marks)

QUESTION FOUR (20 MARKS)

- a) Describe the seven- point formula for new product release. (14Marks)
- b) Identify six reasons for lobbying. (6Marks)