



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF COMMERCE

UNIVERSITY ORDINARY EXAMINATION

2017/2018 ACADEMIC YEAR

**SECOND YEAR SECOND SEMESTER EXAMINATION FOR DIPLOMA IN
CRIMINOLOGY & SECURITY STUDIES**

BCP 053: PUBLIC RELATIONS

DURATION: 2 HOURS

DATE: 20TH APRIL 2018

TIME: 9.00 – 11.00 A.M.

Instructions to Candidates:

1. Answer **Question 1** 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

- (a) Using examples, explain the **Four** models of PR and their use in organizations today (8 marks)
- (b) You are the public relations manager for an institution of higher learning. Discuss the various communication media that the organization can use to affect its internal politics. (10 marks)
- (c) Outline the stages of the public relations research process. (10 marks)
- (d) Identify at least **Two** publics of an organization you know and advice management on how to target its social responsibility programs of them. (2 marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO

- (a) Discuss why organizations must strive to establish a good corporate image. (4 marks)
- (b) Discuss the main principles of good public relations. (10 marks)
- (c) Explain **Three** types of public relations images. (6 marks)

QUESTION THREE

- (a) Discuss the main steps involved in planning of a corporate image campaign. (8 marks)
- (b) Identify and briefly discuss the types of public relations research. (8 marks)
- (c) Highlight at least **Four** public relations concepts that are sometime confused as public relations rather than element of public relations. (4 marks)

QUESTION FOUR

- (a) Discuss the main reasons why organization gives financial support for worthy subjects, causes and individuals. (Sponsorships). (8 marks)
- (b) Public relations and marketing are not synonymous. Discuss. (4 marks)
- (c) Crisis is not a turning point that is likely to make drastic changes in an organization. Any organization not prepared to deal with crisis is therefore constantly at risk. Based on this fact, explain the four stages or crisis development. (8 marks)