



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF EDUCATION, HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF EDUCATION AND SOCIAL SCIENCE

UNIVERSITY ORDINARY EXAMINATION

2021/2022 ACADEMIC YEAR

YEAR SEMESTER EXAMINATION FOR BACHELOR

CRS 100– BLACK THEOLOGY

DURATION: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

- 1.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

QUESTION ONE (30 MARKS)

- a) Identity three points common to the definition of Public Relations. (5 mks)

- b) Analyse five functions of Public Relations that are mainly most critical. (5 mks)
- c) Public Relations in a field with great Job prospects especially in today's world. Outline the activities an average Public Relations personnel does. (5 mks)
- d) Today's corporate world has become very competitive in every sense. Evaluate five major areas where you would expect to work as a Public Relation's expert. (5 mks)
- e) Public Relations have added vale and progress to community. State two positive contributions of Public Relations to Community. (2 mks)
- f) Explain four types of mass media that are used in media Relations activities while giving examples. (8 mks)
- g) Examine the advantages and Disadvantages of using a Public Relations Consultant in an Organisation. (10 mks)

QUESTION TWO (20 MARKS)

- a) A Public Relations Practioner helps the organisation to identify its Public. Describe the categorization of Public Relations Publics. (10 mks)
- b) Publics differ from one organization to another. Analyse the Public of a Higher Institution of Learning. (10 mks)

QUESTION THREE (20 MARKS)

- a) Crisis is part of life, whether to an individual, corporate, community or nation but some crises are negative posing threats to company's corporate image. Evaluate ten indicators of possible crises to an organization. (10 mks)
- b) Discuss the stages under which crisis develop while giving relevant examples. (10 mks)

QUESTION FOUR (20 MARKS)

- a) Whatever a Public Relations Professional does affects the Publics and the society in general. Analyse the vital roles that Law plays in the practice of Public Relations. (8 mks)
- b) Outline six responsibilities of a Public Relations Manager. (12 mks)

