

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF MASTER OF JOURNALISM AND MASS COMMUNICATION

MJAC 832: PUBLIC RELATIONS RESEARCH

STREAMS: MJAC

TIME: 3 HOURS

DAY/DATE: TUESDAY 06/04/2021

8.30 A.M. – 11.30 A.M.

INSTRUCTIONS: Answer any THREE questions

QUESTION 1

- (a) Briefly recount a unique public relations issue that you know well and which recently affected a local institution. [6 marks]
- (b) From the public relations issue that you have recounted, formulate an appropriate research title. [2 marks]
- (c) Identify the independent and dependent variables in the research title. [2 marks]
- (d) In two paragraphs, write a statement of the problem based on the research title formulated in (b) above. [10 marks]

SECTION B

QUESTION 2

Discuss the need for research in any three sub-disciplines of public relations. [20 marks]

QUESTION 3

Describe five main sources of data for public relations research [20 marks]

QUESTION 4

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Discuss five ethical considerations in public relations research

[20 marks]

QUESTION 5

- (a) Explain the appropriateness of using any three data collection tools in public relations research [15 marks]
- (b) Briefly explain one technique of analyzing data in public relations research. [5 marks]
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