

CHUKA



UNIVERSITY

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**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS IN
CRIMINOLOGY AND SECURITY STUDIES**

CRSS 204: CRIME, MEDIA AND PUBLIC RELATIONS

STREAMS: BA. CRSS

TIME: 2 HOURS

DAY/DATE: MONDAY 12/07/2021

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- **Answer question ONE (COMPULSORY) and any other TWO questions.**

QUESTION ONE

- (a) Discuss the contributions of any TWO pioneers of modern public relations to the field of public relations. (10 marks)
- (b) Explain how the contributions you have highlighted can benefit the public relations in the criminal justice system today. (10 marks)
- (c) As a public relations professional in the Kenya Police Service, explain how you would use the public relations process to clarify any specific issues that have been spreading on Facebook page and which have a potential to damage the image of the National Police Service. (10 marks)

QUESTION TWO

- (a) Examine why ethical standards are imperative to public relations practice within the criminal justice. (10 marks)
- (b) Using relevant examples for illustration, describe the process of communicating during crisis situation involving any criminal justice agency. (10 marks)

QUESTION THREE

- (a) Highlight four fundamental elements of writing in Public relations. (4 marks)
- (b) Discuss the role of public relations in enhancing employee and customer relations in the criminal justice system. (16 marks)

QUESTION FOUR

- (a) Using a schematic drawing for illustration, describe how an effective interview room can be organized by a public relations officer to elicit information from a traumatized victim of sexual abuse. (10 marks)
- (b) Using relevant examples, discuss some of the contemporary issues that affect modern practices of public relations. (10 marks)

QUESTION FIVE

- (a) Explain THREE elements of effective communication. (6 marks)
 - (b) Examine the history and evolution of the field of public relations and point out notable pioneers of the field. (14 marks)
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