

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**SECOND YEAR EXAMINATION FOR THE AWARD OF
DEGREE OF BACHELOR OF CRIMINOLOGY AND SECURITY STUDIES**

CRSS 204: CRIME, MEDIA AND PUBLIC RELATIONS

STREAMS: ODEL

TIME: 2 HOURS

DAY/DATE: FRIDAY 23 /07/ 2021

2.30 PM – 4.30 PM

INSTRUCTIONS:

- Answer Question one(Compulsory) and any other Two.

QUESTION ONE

- a. Highlight 4 element of communication that are used in Public relations. [4 Marks]
- b. Examine 3 prerequisites of public relations evaluation. [6 Marks]
- c. Describe the process of establishing and measuring message exposure and audience awareness in public relations. [20 Marks]

QUESTION TWO

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

QUESTION THREE

- a. Highlight 4 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. Explain 4 elements of effective communication. [4 Marks]
- b. Discuss the benefits and consequences of internet as a medium for public relations communication for agencies in the criminal justice system. [16 Marks]

QUESTION FIVE

- a. Explain 3 media tactics used in public relations. [6 Marks]
- b. Examine the history and evolution of the field of public relations and point out notable pioneers of the field. [14 Marks]

.....