

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESIT/SPECIAL EXAMINATION

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

CRSS 204: CRIME, MEDIA AND PUBLIC RELATIONS

**STREAMS: B.A CRSS
HOURS**

TIME: 2

DAY/DATE: THURSDAY 04/11/2021

12.30 P.M – 4.30 P.M.

INSTRUCTIONS:

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

1. 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)
2. Discuss the effects of news media on public perception of crime (20 marks)
3. Using relevant examples, discuss some of the contemporary issues that affect modern practice of public relations (20 marks)
4. Examine the history and evolution of the field of public relations and point out notable pioneers of the field (20 marks)

