

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESIT/SPECIAL EXAMINATION

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS IN
JOURNALISM AND MASS COMMUNICATION**

COMM 253: PUBLIC RELATIONS

STREAMS: B.A Y2S2

TIME: 2 HOURS

DAY/DATE: THURSDAY 04/11/2021

8.30 A.M – 10.30 A.M.

INSTRUCTIONS:

- Answer three questions
- Question one is compulsory
- Write legibly
- Exam cheating is a serious offense

SECTION A: 30 MARKS

- 1(a) Public Relations is as old as humanity. Explain. (15marks)
- (b) Distinguish Public Relations from marketing and advocacy. (15 marks)

SECTION B: 40 MARKS

2. Using relevant examples discuss the Public Relations transfer process. (20 marks)
3. The media need completely different treatment and approach from that given to the other publics of Public Relations. Examine this statement. (20 marks)
4. Analyze the role played by PR in corporate crisis management. (20 marks)
5. Discuss how media coverage research helps in the planning of a press relations activity. (20 marks)
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