

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**THIRD YEAR EXAMINATION FOR THE AWARD OF  
DEGREE OF BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

**COMM 253: PUBLIC RELATIONS**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 6 /07/ 2021**

**8.30 AM – 10.30 AM**

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**INSTRUCTIONS:**

- Answer Three Questions in all. Question one is compulsory.
- Do not write anything on the question paper

**SECTION A: 30 MARKS**

1. a) Write brief notes on five appeals that advertisers employ to get customer attention. [10 Marks]
- b) Discuss five public relations portrayals within and outside an organization. [20 Marks]

**SECTION B: 40 MARKS**

2. Explain what confronts most PR practitioners in the classical PR situation. [20 Marks]
  3. Discuss the unique challenges facing Public Relations practice in Kenya today. [20 Marks]
  4. Discuss the role of PR in the strategic use of mass media as a resource to advance and organization. [20 Marks]
  5. Discuss five emerging issues in Public Relations Practice. [20 Marks]
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