

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATION
RESIT/SUPPLEMENTARY / SPECIAL EXAMINATIONS
EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF TOURISM
AND HOTEL MANAGEMENT**

TOHM 313/BTOM 322: PUBLIC RELATIONS IN TOURISM AND HOSPITALITY

STREAMS: BTHM

TIME: 2 HOURS

DAY/DATE: TUESDAY 10/08/2021

11.30 A.M - 1.30 P.M.

INSTRUCTIONS:

Answer question one and any other two.

Question one (30 Marks)

Read the flowing case and answer the questions below

The marketing planning process involves analysing external factors that may pose potential threats to the success of the business. A threat is any unfavourable situation in the environment surrounding the business. There are many factors in the external environment that may pose a threat. For example, changes in government regulations may make it more expensive for the business to operate, or changes in the economy may reduce the amount of money customers have to spend on luxuries. Businesses need to be aware of potential threats in order to be prepared to deal with them. Company goals, sales quotas, and production processes are internal factors that may indicate a business's strengths and weaknesses.

- a). In public relations (PR), publics are group/groups of people with whom the organization should deals with carefully and wisely. With examples discuss the public relation's external publics that affect the operations of business. (10 marks)
- b). Elucidate external Factors that the public relations manager needs to consider while setting up a PR department in a tourism firm in Chuka town today (10 marks)

c). Public Relations consultancy is the practice of providing specified technical or creative services by an individual or a group of individuals who are qualified to do so by reason of training experience and legal application and registered as a business offering that kind of service. Discuss (10 marks)

Question Two (20 Marks)

i.). In public Relations Sponsorship is the aspect of providing financial assistance to activities that are worthwhile. With support to your answer elucidate the benefits of sponsorship to the organization (10 marks)

ii). Discuss the Qualities of a Good Public Relations Practitioner and what these qualities accrues to the tourism business in Kenya context. (10 marks)

Question Three (20 Marks)

a). In Public Relations ethics is good economics. Why is it important to be always ethical as a tourism public relations officer (10 marks)

b). Information technology (IT) has been adopted by many organizations in the world today so as to improve their public relations with both internal and external publics, as a public relation manager explain the important of the information technology in public relations department in tourism company. Give examples (10 marks)

Question Four (20 Marks)

a). A poorly organized press event is unforgivable. It is the work of Public Relations Manager to ensure that any press event is up to standard and well organized. Giving examples discuss. (10 marks)

b). Export Public Relations is influenced by various factors that ultimately affects the market in one way or the other. Discusses things to consider in international Public Relations today (10 marks)

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