

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN CRIMINOLOGY AND SECURITY STUDIES

CRSS 204: CRIME, MEDIA AND PUBLIC RELATIONS

STREAMS: ODEL

TIME:2 HOURS

DAY/DATE: THURSDAY 13/04/2023

2.30 P.M. –4.30 P.M.

INSTRUCTIONS

Answer Questions ONE (COMPULSORY) and any other TWO questions

QUESTION ONE

- a. Examine why ethical standards are imperative to public relations practice within the criminal justice. (10 marks)
- b. Discuss the contributions of any TWO pioneers of modern public relations to the field of Public relations. (10 marks)
- c. Elaborate how a public relations officer in the Kenya Police Service can apply the principles of crisis management to resolve any crisis of your own choice. (10 marks)

QUESTION TWO

- a. Some of the worst social media situations start with an employee posting something inappropriate. Discuss how as a public relations officer in the Kenya Police Service, you can mitigate such situation. (10 marks)
- b. Discuss the role of public relations in enhancing employee and customer relation in the criminal justice system. (10 marks)

QUESTION THREE

- a. Discuss some of the challenges that a public relations officer in the judiciary may face from employees and the public. (10 marks)
- b. Elaborate four strategies of responding to Crises in any security organization of your choice. (10 marks)

QUESTION FOUR

- a. Using any security organization of your choice, describe the process involved in implementing a public relations plan (10 marks)
- b. Using relevant examples, discuss some of the contemporary issues that affect modern practice of public relations. (10 marks)

QUESTION FIVE

- a. Discuss the effects of news media on public perception of crime. (10 marks)
 - b. Using the core values that underpin the desired behavior of any public relations professional, evaluate strategies that public relations officers in Prisons can use in their interactions with the public (10 marks)
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