

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**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 29/08/2023**

**8.30 A.M – 10.30 A.M.**

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**INSTRUCTIONS**

- i. Answer Question One (30 marks) and any other two questions (20 marks each).**
- ii. Do not write on this paper.**

**QUESTION ONE**

- a) Media always has a profound effect on how the public perceives and understands the Criminal Justice System. Discuss. **(10 marks)**
- b) Examine four strategies of responding to Crises in any security organization of your choice. **(10 marks)**
- c) As a public relations professional in the Kenya Defense Forces, explain how you would use the public relations process to clarify any specific issue that has been spreading on Facebook page and which has a potential to damage the image of the Kenya Defense Forces. **(10 marks)**

**QUESTION TWO**

Using relevant examples, discuss some of the contemporary issues that affect modern practice of public relations. **(10 marks)**

“Media reporting of crime and victimization, in both print and broadcast formats, has far-reaching effects on a number of populations and special interests.” Discuss how you agree with this statement. **(10 marks)**

**QUESTION THREE**

With reference to 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 interaction with the public. **(10 marks)**

Mr. K has been appointed as the director corporate communication at the National Police Service at a time when the service is going through public relations crisis. Explain how Mr. K should manage the crisis. **(10marks)**

**QUESTION FOUR**

Examine the history and evolution of the field of public relations and point out notable pioneers of the field. **(10 marks)**

X Security Company staffs have been involved in serious crime that has dented its image. Discuss the elements of public relations plan that X Security Company can use to manage public perception about it. **(10 marks)**

**QUESTION FIVE**

c. Assume you have taken up a new role as a public relations officer in a police organization. Develop a sample written communication tool of your choice to internal staff in your organization to address growing disquiet on transfers and promotions in service. **(20 marks)**

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