

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**FOURTH YEAR FIRST SEMESTER EXAMINATION FOR THE AWARD OF
DEGREE OF BACHELOR OF SCIENCE IN WILDLIFE ENTERPRISE AND
MANAGEMENT**

WIEM 411: PUBLIC RELATIONS IN WILDLIFE ENTERPRISE

STREAMS: WIEM Y4S1

TIME: 2 HOURS

DAY/DATE: TUESDAY 11/12/2018

8.30 A.M. – 10.30 A.M.

SECTION A (30 MARKS)

- Q1. Briefly discuss public relations in the context of wildlife conservation. (5 marks)
- Q2. Enumerate five ways in which the local community may benefit from wildlife training and extension services offered by the management of Samburu National Reserve. (5 marks)
- Q3. Briefly explain how politicization of the Mau evictions may impact on the conservation of the Mau Forest Ecosystem. (5 marks)
- Q4. List four functions of the public relations office in Kenya Wildlife Service. (4 marks)
- Q5. Briefly indicate how public relations can help avoid the modern Tragedy of the Commons. (5 marks)
- Q6. Citing specific examples, illustrate four roles played by Non-Governmental Organizations (NGOs) in promoting good relations among wildlife stakeholders. (6 marks)

SECTION B (40 MARKS)

- Q7. Discuss the significance of public relations in influencing the perception and attitude of the local communities towards wildlife conservation. (20 marks)
- Q8. The success of any community wildlife project is based upon good public relations at all stages of the project cycle. Discuss using an appropriate illustration. (20 marks)

Q9. Discuss the World's largest ivory burn in 2016 as a public relations strategy by Kenya in communicating her stand on ivory trade. (20 marks)
