

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF CERTIFICATE IN TOURISM AND
HOSPITALITY MANAGEMENT**

CHTM 00401: PUBLIC RELATIONS

STREAMS:

TIME: 2 HOURS

DAY/DATE: THURSDAY 6/12/2018

11.30 A.M – 1.30 P.M

INSTRUCTION:

- **Answer all questions in section A and any two questions in section B**
- **Do not write on the question paper**

SECTION A: 30 marks answer all questions

1. Define the term public relations. [2 marks]
2. Highlight activities involved in public relations. [3 marks]
3. Briefly explain why competitors are an important part of the public relation studies. [5 marks]
4. Highlight the organizations responsibilities to its publics. [5 marks]
5. Highlight five responsibilities of a public relations department in an organization. [5 marks]
6. Briefly explain the responsibilities of a public relations manager. [5 marks]

SECTION B (40MARKS) ANSWER ANY TWO QUESTIONS

7. Discuss the functions of public relations. [20 marks]

8. (a) Discuss differences between public relations and other communications. [10 marks]

(b) Explain the components of human relations. [10 marks]

4. (a) Explain the reasons why organizations define their public in public relation. [10 marks]

(b) What are the public relation responsibilities of organizations to the government. [10 marks]
