

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

CHTM 00401: PUBLIC RELATIONS

STREAMS: CHTM

TIME: 2 HOURS

DAY/DATE: TUESDAY 03/12/2019

8.30 AM – 10.30 AM

INSTRUCTIONS:

- **Answer ALL Questions in Section A and any other Two in Section B**
- **Do not write anything on the question paper**

SECTION A (30 MARKS)

1. Differentiate between public relations and propaganda. [4 marks]
2. Briefly explain the qualities of a public relations practitioner. [6 marks]
3. Differentiate between public relations and advertising. [4 marks]
4. State four reasons why an organization may opt for sponsorship. [4 marks]
5. Briefly explain the roles of public relations in promotion of tourism. [2 marks]
6. Briefly state four physiological effects of stress. [4 marks]
7. Briefly explain factors to consider when setting up a press interview. [6 marks]

SECTION B (40 MARKS)

8. (a) Discuss causes of stress. [10 marks]
(b) Explain the components of human relations. [10 marks]
9. Discuss duties of a public relations department in an organization. [20 marks]

10. Discuss the functions of public relations in hospitality industry. [20 marks]

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