

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

WIEM 411: PUBLIC RELATIONS IN WILDLIFE ENTERPRISE

STREAMS: BSC (WIEM) Y4S1

TIME: 2 HOURS

DAY/DATE: MONDAY 02/12/2019

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- Answer ALL questions in SECTION A and any TWO in SECTION B
- Do not write on the question paper

SECTION A (30 MARKS)

1. Explain five fundamental stages of public relations process. [5 marks]
2. (a) Briefly explain the concept of “The Tragedy of the Commons”. [2 marks]  
(b) As a Wildlife Manager, explain three measures you would put in place to mitigate the risks of the Tragedy of the commons for the wildlife resources under your care. [3 marks]
3. Supposing you are a public relations officer in a wildlife based enterprise, explain five roles you would be expected to perform. [5 marks]
4. Explain the importance of understanding the attitudes and perception of the public towards wildlife. [5 marks]
5. Explain five ways in which mass media can be used to promote wildlife conservation. [5 marks]

marks]

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6. Briefly discuss why Spin is counter-productive to long-term public relations goals.

[5

marks]

**SECTION B (40 MARKS)**

7. Supposing you have just been appointed as a Public Relations Officer in a given wildlife conservancy. Discuss the strategies you would use to enhance public awareness of the enterprise. [20 marks]
8. Discuss the significance of politics in wildlife conservation. [20 marks]
9. Assuming that you have identified the potential of establishing a community based conservation enterprise in your rural community. Discuss the approach you would use when planning and organizing the project. [20 marks]
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