

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF**

**COMM 253: PUBLIC RELATIONS**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 12/04/2018**

**8.30 A.M. – 10.30 A.M.**

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**INSTRUCTIONS:**

- **ANSWER THREE QUESTIONS**
- **QUESTION ONE IS COMPULSORY**
- **WRITE LEGIBLY**
- **EXAM CHEATING IS A SERIOUS OFFENCE**

**SECTION A: 30 MARKS**

1. (a) Public relations is old as humanity. Explain. (10 marks)
- (b) Public relations in not creating a favourable image or a favourable climate of opinion or trying to polish a tarnished image. It owes more to the misunderstandings of the advertising worlds than to public relations. Discuss. (20 marks)

**SECTION B: 40 MARKS**

2. Identify and analyze four public relations tools in the management of the commutation process during the course of any legal dispute or adjudicatory processing that can affect an organization's overall reputation. (20 marks)
  3. Opinion leaders comprise all those people whose opinions can harm or help an organization. They are part of articulate democracy. This can be a formidable public often prejudiced and ill-informed and probably requiring face-to-face communication. Discuss (20 marks)
  4. Analyze the six-point PR planning model that is widely accepted by professional PR practitioners. (20 marks)
  5. Justify why more sponsorship money is devoted to sport than to anything else. (20 marks)
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