

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF PSYCHOLOGY

PSYC 484: PUBLIC RELATIONS

STREAMS:

TIME: 2 HOURS

DAY/DATE : WEDNESDAY 22 /09/ 2021

2.30 PM – 4.30 PM

INSTRUCTIONS TO CANDIDATES:

- Answer Question One and any other Two Questions.
- DO NOT WRITE ANYTHING on the question paper.

- (a) Clearly define the term public relations. [2 Marks]
 - (b) Cite the major role of a public relations officer (PR). [3 Marks]
 - (c) Explain **five** major principles of public relations (PR) [10 Marks]
 - (d) Discuss the major functions of public relations in an organization. [10 Marks]
 - (e) State **five** examples of public relations. [5 Marks]
- a) Public Relation office is very essential in any organization. Explain the advantages and disadvantages of PR. [10 Marks]
 - b) Explain the Ethics of public relations office. [10 Marks]
- Describe **four** key elements of a successful media relations strategy. [20 Marks]

4. Giving examples, explain the following public relations tools. [20 Marks]
- (i) Influential bloggers and analysts.
 - (ii) Sponsorship
 - (iii) Events
 - (iv) Award programs
 - (v) Crisis Management
 - (vi) Public and thought leadership.
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