

DBM 16



OFFICE OF THE DEPUTY PRINCIPAL
ACADEMICS, STUDENT AFFAIRS AND RESEARCH

UNIVERSITY EXAMINATIONS

2020 /2021 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER REGULAR EXAMINATION

FOR THE DIPLOMA IN BUSINESS MANAGEMENT

COURSE CODE: DBM 16

COURSE TITLE: PUBLIC RELATIONS

DATE: 8TH MARCH, 2021

TIME: 9AM- 12NOON

INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 3 PRINTED PAGES

PLEASE TURN OVER

MAIN/ REGULAR
COURSE CODE: DBM 016 COURSE TITLE: PUBLIC RELATIONS

STREAM: DBM

DURATION:3HOURS

INSTRUCTIONS TO CANDIDATES

- i. Answer three questions. Question one is compulsory*
- ii. Do not write on the question paper*

Question One

- a) Alupe University as an organisation has many publics that it interacts with in its day to day activities. Identify and explain how the University relate with the publics you identified. (10 Marks)
- b) Public Relations department has many functions in an Organisation. One of the functions include Corporate Social Responsibility. Explain Five other functions of PR that you know (10 Marks)
- c) Outline the qualities that one must possess so as to be an effective PR practitioner. (10Marks)

Question Two

2. Distinguish between Public Relations and the following disciplines (20 Marks)

- a) Advertising
- b) Propaganda
- c) Marketing
- d) Journalism

Question Three

- a) Public Relations Society of Kenya PRSK has a set ethical guidelines that PR professionals must abide by in their day to day activities. Explain five reasons why it is important to have such ethics in PR. (10 Marks)
- b) Discuss the advantages and disadvantages of having an in-house PR department (10Marks)

Question Four

- a. Briefly explain Five Public Relations Activities organized by PR practitioners (10 Marks)
- b. Explain Five factors considered when organizing PR activities and events (10 Marks)

Question Five

- a) Discuss the various organizations images as used in Public Relations (10 Marks)
- b) Discuss the advantages and disadvantages of having an in-house PR department (10Marks)
