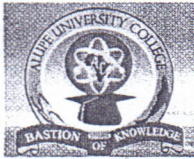


CMM 101

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ACADEMICS, STUDENT AFFAIRS AND RESEARCH

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## UNIVERSITY EXAMINATIONS

### 2018 /2019 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER REGULAR EXAMINATION

**FOR THE DEGREE OF BACHELOR OF SCIENCE  
IN PUBLIC RELATIONS & COMMUNICATION**

**COURSE CODE: CMM 101**

**COURSE TITLE: INTRODUCTION TO PUBLIC RELATIONS**

**DATE: 14<sup>TH</sup> DECEMBER, 2018**

**TIME: 9.00AM – 12.00PM**

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### INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 2 PRINTED PAGES

PLEASE TURN OVER

COURSE CODE: CMM 101 COURSE TITLE: INTRODUCTION TO PUBLIC RELATIONS

STREAM: PUBLIC RELATIONS & COMMUNICATION      DURATION: 3HOURS

INSTRUCTIONS TO CANDIDATES

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

**Question one**

Mercy wishes to venture into public relations, she needs some background information to help her make the right choice.

- a) Help her Differentiate Public relations from the following concepts; Propaganda, Advertising, Journalism and Marketing (12 Marks)
- b) Giving examples explain to her any FIVE functions of public relations that she might need to facilitate (10 Marks)
- c) Describe personal qualities she requires so as to serve as an effective PR practitioner (8 Marks)

**Question two**

- a) Public relations should be of service to the public. Discuss the relevant internal and external publics in relations to the practice of PR (10 Marks)
- b) Media is one of the critical public to every organization. Citing relevant examples explain how you can get the best out of every media relationship (10 Marks)

**Question three**

- i. Briefly, outline the historical development of Public Relations as a profession and explain some of the reasons for it's the growth. (7 Marks)
- ii. Discuss the advantages and disadvantages of having an in-house PR department (14 Marks)

**Question four**

The image of a company is a key concern for the PRO in any organization.

- a) Discuss the various organization images (10 Marks)
- b) An organization is bound to crisis from time to time. Identify any **FIVE** types of these crises (10 Marks)

**Question five**

- a) Students of Public relations have invited you to give a talk to about ethics in Public Relations. With practical examples explain to them key issues in PR ethics. (10 Marks)
- b) Discuss the importance of ethical practices of Public Relation in an organization. (10 Marks)

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