



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FIRST YEAR FIRST SEMESTER EXAMINATION FOR
DIPLOMA IN PUBLIC RELATIONS**

CITY CAMPUS - REGULAR

ADPR 0100: INTRODUCTION TO PUBLIC RELATION

Date: 8th June, 2017

Time: 2.00 – 5.00pm

INSTRUCTIONS:

- Answer Question ONE and any other TWO



1. a)Define the term Public Relations and explain the evolution of this concept.
(10Marks)

b) Explain the relationship between PR and the following communication
profession

i) Journalism (5Marks)

ii) Marketing (5Marks)

iii) Lobbying (5Marks)

iv) Advertising (5Marks)

2. a) What is a PR Consultancy (5Marks)

b) What are the functions of a PR consultancy? (10Marks)

c) Why do organizations with PR departments hire PR firm services? (15Marks)

3.a)What are the qualities of a PR profession? (10Marks)

b) Define the term publics and explain at least five publics of an organization
(10Marks) (10Marks)

4. You have been employed as the PR manager of an organization in your own
town. What will be your role as the manager? (20Marks)

5. Discuss the different types of images in an organization. (20Marks)
