****

**MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

**SECOND YEAR FIRST SEMESTER**

**SCHOOL OF ARTS AND SOCIAL SCIENCES**

**BACHELOR OF SCIENCE IN COMMUNICATION, PUBLIC RELATIONS AND JOURNALISM**

**COURSE CODE: CMM 205**

**COURSE TITLE: INTRODUCTION TO PUBLIC                                  RELATIONS**

**DATE: 11TH JULY, 2017 TIME: 0830 – 1030HRS**

**INSTRUCTIONS TO CANDIDATES**

Answer Question **ONE** and any other **TWO** questions

*This paper consists of* ***TWO*** *printed pages. Please turn over.*

1. a) What is Public Relations? **(4 marks)**

b) Explain the relationship between Public Relations and the two fields of Marketing and Advertising. **(16 marks)**

c) Present an argument for or against Public Relations being a part of the management system. **(10 marks)**

1. a) Explain the similarities between diplomacy and public relations.

**(8 marks)**

b) Identify and explain any four activities of the Public Relations office. **(12 marks)**

3. Describe the history of Public relations. **(20 marks)**

4. a) What is Corporate Communications? **(5 marks)**

b) Explain the following terms in relation to Corporate Communications:

i) Reputation

ii) Stakeholder Approach

iii) Corporate Social Responsibility **(15 marks)**

5. a) Explain your understanding of Corporate Identity. **(4 marks)**

b) What ethical issues should be considered when formulating and managing corporate identity? **(12 marks)**

c) How can the stakeholders be involved in shaping an organization’s corporate identity? **(4 marks)**

**//END**