



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FOURTH YEAR FIRST SEMESTER EXAMINATION FOR DEGREE
OF BACHELOR OF BUSINESS ADMINISTRATION
(MARKETING OPTION) WITH INFORMATION TECHNOLOGY**

CITY CAMPUS

ABA 431: PUBLIC RELATIONS

Date: 30th November, 2016

Time: 5.30 - 6.30pm

INSTRUCTIONS:

- Answer Question ONE (Compulsory) and any other TWO.

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ISO 9001:2008 CERTIFIED



Q1. a). Describe three overlapping stages in the development of Public Relation practices. (8 marks)

c). Clearly explain eight ways in which Public Relations activities contribute to fulfilling marketing objectives as perceived by Denis L. Wilcox. (8 marks)

d). Clearly explain membership benefits that will accrue to individuals who affiliate with Public Relations Society of Kenya (PRSK). (14 marks)

Q2. a). Describe the various media relations tools/techniques that can be used in the practice of Public Relations profession. (10 marks)

b). Explain the disadvantages of public Relations as an element of promotional method. (10 marks)

Q3. a). Some firms may decide to hire a consultant to manage their PR programs. What are the merits of PR consultants compared to In-House PR department?

(10 marks)

b). Describe five types of PR consultancies that a company may consider from to undertake its PR programs. (10 marks)

Q4. "Each organization has its own publics with whom it has to communicate internally and externally". Using a suitable example of any company of your choice, identify and analyze at least 10 publics. (20 marks)

Q5. a). Explain proactive PR strategies used as a means of damage control during crisis. (10 marks)

b). With the aid of suitable examples where necessary, explain four kinds of public relations.

(10 marks)

