

MAASAI MARA UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

**THIRD YEAR/ FIRST SEMESTER**

**SCHOOL OF ARTS AND SOCIAL SCIENCES**

**BACHELOR OF SCIENCE IN COMMUNICATION & PUBLIC RELATIONS**

**COURSE CODE: CMM 405**

**COURSE TITLE: ADVANCED PUBLIC RELATIONS**

**DATE: JANUARY 2017 TIME: 11a.m-1.00 PM**

**INSTRUCTIONS TO CANDIDATES**

Question **ONE** is compulsory

Answer any other **TWO** questions

*This paper consists of 2 printed pages. Please turn over.*

QUESTION ONE

Maasai Mara University has been chosen to host the cancer awareness month in Narok town for two weeks. As the organizing secretary of the Public Relations Club you have been assigned with the task of ensuring the event is a success.

1. Discuss public relations strategies you would employ to ensure the event is successful. (10mks)
2. Discuss five publics that you would target and for each explain the role they would play so as to create awareness on cancer. (10mks)
3. Discuss how will evaluate the success of this event. (10mks)

QUESTION TWO

Public relations is gaining predominance in third world countries in spite of challenges.

With relevant examples, discuss five challenges they face. (12mks)

Identify four methods advocacy groups use to further their causes (8mks)

QUESTION THREE

Discuss the theoretical framework and relevance of any four theories of PR to the practice of public relations in Kenya. (20mks)

QUESTION FOUR

You were recently appointed as the Communications Manager at Kenya Airways. A month after your appointment, six flights have been cancelled without prior warning to the clients and the pilot have issued a twenty-one day strike notice. Explain what you would do to handle the crisis. (15mks)

b. Explain how you will make lawsuits brought against the organization less damaging. (5mks)

QUESTION FIVE

Discuss the strategies that you would employ to keep your non-profit organization relevant in the face of stiff competition for available resources

(20 marks)