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MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES**

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

**COURSE CODE: CMM 305**

**COURSE TITLE: PUBLIC RELATIONS STRATEGIES &                                  TECHNIQUES**

**DATE: 24TH JANUARY, 2017 TIME: 0830 – 1030HRS**

**INSTRUCTIONS TO CANDIDATES**

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

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

**SECTION A – COMPULSORY (30 MARKS)**

1. (a) Mintzberg’s FIVE definitions of strategy embrace ideas of sometimes emergent nature of strategy. Describe each of them. **(10 Marks)**
2. You have been hired by the management of Maasai Mara University as a public relations officer. Your first task is to address the “students’ – neighbouring community conflict”. Design a campaign plan on how to tackle this issue in the long term. **(20 Marks)**

**SECTION B – ANSWER ANY TWO QUESTIONS (40 MARKS)**

1. (a) Planning is good for public relations because it contributes to the overall success of the public relations activities. Relate this statement to FIVE other justifications for planning. **(10 Marks)**

(b) A number of techniques can make a message more persuasive. Discuss FIVE. **(10 Marks)**

**4.** For the purposes of identification, non-profit social organizations and their functions may be grouped into several categories. Discuss FIVE.

**(20 Marks)**

**5.** Working in public affairs including government relations is a special area of public relations and requires some skills and abilities.

Examine the importance of FIVE such abilities. **(20 Marks)**

**6.** In order to achieve a positive perception, a corporation must establish good relations with all stakeholders. Appraise your CEO on FIVE roles of public relations in a corporation. **(20 Marks)**

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