

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 325**

**COURSE TITLE: CORPORATE MEDIA RELATIONS**

**DATE: 24TH JANUARY, 2017 TIME: 1100 – 1300HRS**

**INSTRUCTIONS TO CANDIDATES**

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

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

1.

a)Media Relations and Public Relations are often terms used interchangeably expound the difference between the two **(4marks)**

b) State and explain the role of media relation **(4 marks)**

c).No matter what you are promoting or what journalist you are trying to reach, there are four elements any public relations professional should consider keeping in mind when executing a successful media relations strategy. State and explain this elements **(8 mark)**

d). In selling technique, a sales presentation or sales **pitch** is a line of talk that attempts to persuade someone or something, with a planned sales presentation strategy of a **product** or service designed to initiate and close a sale of the **product** or service. Explain the **four** Secrets to Pitching Your Product **(4 marks)**

e)Strategy in media relation is central. State and explain the main strategies for developing effective media relation **(10 marks)**

2. Communicators try to create good news coverage for the sake of creating good news coverage without any real thought about the strategic potential of the news coverage. Instead, best-practice media relations activity involves a clear, strategic link to your organizational mission and goals. Identify the key elements of strategically based media relations **(10 marks)**

b) Selective engagement is a communication strategy advocated by US consultant, Jim Lukaszewski. However, it is more valuable to think strategically about whether to respond, and if so, when the best time may be to respond. Expound further in regards to the above statement

**(10 marks)**

3. Give a brief description of corporate social responsibility(CSR) and explain the extent to which business are socially responsible for meeting legal, ethical and economic responsibilities placed on them by shareholders

**(20marks)**

4. Imagine yourself as a senior media relations personnel in your company. How could you take a proactive media approach in building media relations with other constituencies?

How would you convince other top managers in your team to accept your views? Prepare a speech to convince them. **(20 marks)**

5. Scholars do not agree on a single definition of public opinion. The concept means different things depending on how one defines “the public” and assumptions about whose opinion should or does count the most, In turn there are a lot of ways to measure public opinion, and there are usually a lot of disagreements about which method is the most accurate. State and explain some of these methods **(20 marks)**

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