



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FOURTH YEAR FIRST SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION WITH
INFORMATION TECHNOLOGY**

HOMA-BAY CAMPUS

ABA 431: PUBLIC RELATIONS

Date: 18th June, 2017

Time: 2.00 - 5.00 pm

INSTRUCTIONS:

- Answer question ONE and any other THREE questions.



1 (a) An organization has various publics. Briefly describe any five Publics that PR department may serve in an organization. (10 marks)

(b) Taking into account the historical evolution of public relations, briefly describe the five(5) models of public relations . (15 marks)

2. (a)The Public Relations Society of Kenya(PRSK),founded in 1971,plays an important role in the PR industry. Explain five reasons behind the foundation of the society. (10 marks)

(b) Membership to PRSK is of various types. Briefly describe any five types of membership. (5 marks)

3. (a) PR practioners employ various tools/techniques to create mutual understanding with stakeholders. Briefly discuss any PR techniques. (10 marks)

(b)Explain any five factors that must be taken into account when organizing a conference. (5 marks)

4. (a) In the recent past, organisations have been aggressively engaging in sponsorship programmes. Give any three reasons for the rise in sponsorship. (7 marks)

(c) Explain four types of sponsorship (8 marks)

5. (a)In order to execute a successful PR activity, planning is of utmost importance. Discuss the six point public relations planning model (15 marks)

6. (a)The PR department must closely work with other departments in order to enable an organization realize her goals. Comment on how the PR department relates with any 5 departments in an organization. (5marks)

(b)Explain the benefits that may accrue to a member of PRSK. (5 marks)

(c)Briefly describe any three essential considerations that an organization must take into account before embarking on a sponsorship exercise (5 marks)
