

W1-2-60-1-6

**JOMO KENYATTA UNIVERSITY**

**OF**

**AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2017/2018**

**YEAR II SEMESTER II EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS AND OFFICE MANAGEMENT**

**HBO 2203: PUBLIC RELATIONS**

**DATE: DECEMBER 2018 TIME: 2 HOURS**

**QUESTION ONE (30 MARKS)**

1. Define the term Public relations. [2 marks]
2. State FOUR functions of Public Relations. [4 marks]
3. Differentiate between symmetric and asymmetric Public relations models. [4 marks]
4. Explain any FOUR techniques used in proganda. [8 marks]
5. Explain the qualities of PR Practitioners. [4 marks]
6. Differentiate between Corporate and Agency Public relations as used in organizations.

[4 marks]

**QUESTION TWO (20 MARKS)**

1. Explain the differences between Advertising and Public Relations. [10 marks]
2. Explain the features of a Public Relations budget. [10 marks]

**QUESTION THREE (20 MARKS)**

1. Who are “stakeholders” and why are they important. [10 marks]
2. Explain the functions of persuasion [10 marks]

**QUESTION FOUR (20 MARKS)**

1. Explain the possible causes of Boomerang’ effect. [10 marks]
2. Explain the goals of communication in Public Relations. [10 marks]