



MOI UNIVERSITY

**OFFICE OF THE DEPUTY VICE CHANCELLOR, ACADEMIC
AFFAIRS, RESEARCH & EXTENSION**

**UNIVERSITY EXAMINATIONS
2013/2014 ACADEMIC YEAR**

FORTH YEAR END OF SEMESTER I/II EXAMINATIONS

**FOR THE DEGREE OF
BACHELOR OF BUSINESS MANAGEMENT**

EXAM CODE:- BBM 438

COURSE TITLE:- PUBLIC RELATIONS

DATE:- 21ST FEBRUARY, 2014 TIME:- 9.00A.M. - 12.00 NOON.

INSTRUCTION TO CANDIDATES

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**BBM 438: PUBLIC RELATIONS
MAIN EXAMINATION**

INSTRUCTIONS:- ANSWER ANY FOUR QUESTIONS

QUESTION ONE

Consultancy is one of the key dimensions in public relations. Giving examples differentiate between internal and external consultancy in public relations emphasizing on their merits and demerits. (15 marks)

QUESTION TWO

Discuss the role of public relations to various publics. (15 marks)

QUESTION THREE

- A) Differentiate between events, campaigns and programs. (5 marks)
- B) Highlight the process of developing public relation programmes. (10 marks)

QUESTION FOUR

Public relation specialist needs to understand his audience and use viable techniques to address them. Discuss. (15 marks)

QUESTION T FIVE

- a) Are the managerial qualities different from public relation specialist? (5 marks)
- b) Giving examples, Elucidate the importance of code of ethics in public relation in developing economies (10 marks)

QUESTION SIX

Giving examples differentiate between public relations and the following terms

- i) Publicity
- ii) propaganda
- iii) Marketing
- iv) Advertising
- v) Human resource

(15 marks)