



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

THIRD YEAR SPECIAL/ SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF COMMERCE

BBA 314: PUBLIC RELATIONS

DATE:

TIME:

INSTRUCTIONS:

Answer Question ONE and any other TWO Questions.

ORGANIZATION CHANGES

Moving house is often a logistical challenge for a family, so imagine trying to move approximately 2000 employees to new premises. This challenge, coupled with the requirement to change the way in which employees use their work environment was the task facing Makau's company. To address this issue, Makau's company initiated a National Workplace Change Program with the first project being the relocation of a significant number of its workforce to a new office tower in the heart of the city. This was a significant change for many employees and the company realised that communication would play a critical role in preparing its employees for the move, by:

- promoting the far-reaching behavioural changes required to achieve its long-term goals
- maintaining business continuity during the move
- creating a communication blueprint for future sites.

(Public Relations Management In Organisations by Amisha Mehta and Robina Xavier).

1. a) Explain **five** roles of the public relations officer in the above case in regard to change management. (10 marks)
- b) Explain **five** reasons why the Public Relations Officer should involve the community in organizational changes. (10 marks)
- c) Explain in **five** points why the organization should involve employees in the change process. (10 marks)

2. a) Distinguish **five** differences between public relations and advertising. (10 marks)
b) Explain **five** reasons why it is important for an organization to address customers' complaints as quickly as possible. (10 marks)
3. a) Explain **five** reasons why every organization should maintain a Crisis Management team (10 marks)
b) Discuss **five** roles of public relation practitioner in every organization. (10 marks)
4. a) Explain **five** principles that any public relations practitioner should observe while dealing with the media (10 marks)
b) Describe the steps that Public Relations officers should follow when conducting market research. (10 marks)
5. a) Culture can powerfully shape the organization long term success. Discuss in **five** points the importance of organizational culture. (10 marks)
b) Explain **five** essentials of a good presentation of a news release. (10 marks)

