



MACHAKOS UNIVERSITY

University Examinations for 2021/2022 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

SECOND/THIRD YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF EDUCATION (ARTS)

BACHELOR OF COMMERCE

BBA 314: PUBLIC RELATIONS

DATE: 6/12/2021

TIME: 11.00-1.00 PM

INSTRUCTION

Answer Question ONE and any other TWO Questions.

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) The Public Relations manager of Kamusi Limited intends to evaluate the results of a public relations programme that was recently carried out by the company. Explain **five** sources of feedback that he or she may use in order to accomplish this task. (5 marks)
- b) The customer relations manager of Giro PLC intends to promote customer service culture in the organization through its staff. Explain **five** ways which the manager may achieve this objective. (5 marks)
- c) Nafula the public relations officer in kazi company is planning a public relations campaign for the company. Describe the process that should be considered in planning the programme. (10 marks)
- d) Explain **five** roles played by public relations in the marketing function of an organization. (10 marks)

QUESTION TWO (20 MARKS)

- a) Paradizo Limited which has been using consultants to undertake its public relations activities intends to establish an in-house public relations department. Explain five disadvantages of making such a move. (10 marks)
- b) The public relations department at Sambaza Limited intends to introduce a journal for its publics. Explain five factors that the department should consider before implementing the decision. (10 marks)

QUESTION THREE (20 MARKS)

- a) One of the roles of Public Relations Officer is the elimination of misunderstanding among the publics in an organization. Explain **five** ways in which this role can be accomplished. (10 marks)
- b) Explain five circumstances under which an organization may change its corporate identity. (10 marks)

QUESTION FOUR (20 MARKS)

- a) The crisis management team at Boko Limited intends to prepare a crisis management manual for use in the organization. Explain **Five** items that should be contained in the manual. (10 marks)
- b) Explain in five points the components contained in the corporate image of an organization. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Successful public relations planning requires an understanding of an organization's publics. Explain in **five** points the reason for the above requirement. (10 marks)
- b) Kimaita Limited uses exhibitions while introducing new products in its highly competitive market. Explain **five** benefits that this organization may derive from using this medium of public relations. (10 marks)