



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)

SHT 408: PUBLIC RELATION AND RESOURCE MOBILIZATION

DATE: 11/8/2021

TIME: 8.30-10.30 AM

INSTRUCTIONS:

Answer question one and any other two questions.

QUESTION ONE (30 MARKS)

- a) Explain in **five** points the importance of studying Public Relations (5 marks)
- b) Explain **five** points the differences between Marketing and Public Relations (10 marks)
- c) Explain in **five** points the qualities that a Public Relations Practitioner should exhibit when handling a complaint about the organization. (10 marks)
- d) Explain in **five** points the need for every organization to maintain a Crisis Management team as far as Public Relations is concerned. (5 marks)

QUESTION TWO (20 MARKS)

- a) Explain **five** public relation activities that are performed by the Public Relations Officer (10 marks)
- b) Explain in **five** points the importance of Community empowerment in public relations. (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain **five** indicators of Conflicts within an organization (10 marks)
- b) Explain the role of the Public Relation Officer in Resource Mobilization (10 marks)

QUESTION FOUR (20 MARKS)

- a) Explain in **five** points the challenges faced by Public Relation Officers in trying to balance between the truth and propaganda (10 marks)
- b) Explain in **five** points the different types of Publics that the Public Relation Practitioner has to deal with in the course of his work. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Explain **five** benefits that an organization would enjoy by upholding Business Ethics. (10 marks)
- b) Public Relations officer has to be very careful when dealing with the Media. Justify this statement in **five** points. (10 marks)