



MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)
University Examinations for 2015/2016 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ENTREPRENEURSHIP AND MANAGEMENT SCIENCES

SECOND SEMESTER EXAMINATION FOR DEGREE IN BACHELOR OF
SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

HTM 410: PUBLIC RELATIONS AND RESOURCE MOBILIZATION IN
HOSPITALITY MANAGEMENT

Date: 9/8/2016

Time: 11:00 – 1:00 PM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

- 1 (a) Explain the functions of public relations in an organization. (8 marks)
- (b) Analyze steps in the marketing research process in public relations. (8 marks)
- (c) Explain the qualities of a good public relations practitioner. (6 marks)
- (d) Highlight the steps in public relations process. (8 marks)
- 2 (a) Compare public relations and advertising. (8 marks)
- (b) Discuss the principles of public relations ethics that guide members of staff. (10 marks)
- 3 (a) Analyse the different types of publics in public relations. (10 marks)
- (b) International relations plays an important role in public relations. Explain the role of international relations in public relations. (10 marks)
- 4 (a) Public relations practice requires the companies to involve the community. Analyse the role of community in relations. (10 marks)
- (b) Discuss the importance of publics in public relations. (10 marks)
- 5 (a) Public relations managers face a lot of challenges when dealing with corporate image. Discuss five challenges faced. (10 marks)
- (b) Analyse the reasons for empowering the community in resource mobilization. (10 marks)



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SECOND SEMESTER EXAMINATION FOR DEGREE IN

BACHELOR OF EDUCATION (SCIENCE)

BACHELOR OF EDUCATION (ARTS)

BACHELOR OF COMMERCE

BBA 100: BUSINESS STUDIES

Date: 5/8/2016

Time: 11:00 – 1:00 PM

INSTRUCTIONS

Answer Question One And Any Other Two Questions

- 1 (a) Highlight the objectives of a business. (4 marks)
- (b) Analyse the external business environmental factors that influence business performance. (6 marks)
- (c) Outline the functions of the stock exchange market. (10 marks)
- (d) Explain the functions of control as a function of management. (5 marks)
- (e) Explain key stakeholders in a business. (5 marks)
- 2 (a) Marketing functions play an important role in the success of a business. Discuss the internal and external factors that influence price setting in any organization. (12 marks)
- (b) Partnership is one of the legal forms of a business. Explain the factors that can lead to partnership dissolution. (8 marks)
- 3 (a) Analyse the various sources of business finance. (10 marks)
- (b) There are various functions of management. As a business manager explain the function of management highlighting how they are applicable in a business organization. (10 marks)

- 4 (a) Distributing goods and services contribute to business success. Explain the functions of distribution channels in a business organization. (10 marks)
- (b) Social responsibility is one of the functions of a business. Analyse the role of social responsibility to a business. (10 marks)
- 5 (a) Analyse five common areas of morality in business ethic. (10 marks)
- (b) Discuss five terms used in the stock exchange market (10 marks)