



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY - APRIL 2021 SEMESTER

DIPLOMA IN PUBLIC RELATIONS/JOURNALISM AND MASS COMMUNICATION

COURSE CODE: DBPR 010/DJMC 028

COURSE TITLE: PUBLIC RELATION

DATE: 11 MAY 2021

TIME: 11:30 AM - 2:30 PM

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: All exam rooms are under CCTV surveillance during the examination period.

SECTION A: COMPULSORY

QUESTION ONE

- a) Using suitable examples, explain the following concepts as used in public relations. **[10 Marks]**
- a. Public relations
 - b. Publics
 - c. Internal publics
 - d. External publics
- b) Public relations is a key concept in an organization. Define its objectives in an organization. **[10 Marks]**
- c) Differentiate between public relation marketing and advertising. **[20 Marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

QUESTION TWO

- a) What are the factors to be put in mind while choosing a public relation agency? **[20 Marks]**

QUESTION THREE

Public relations activities aims to earn public understanding and acceptance to gain public support. Explain the statements with the functions of public relations. **[20 Marks]**

QUESTION FOUR

Using suitable examples, discuss public relations images. **[20 Marks]**

QUESTION FIVE

- a) Public relations can be explained using various theories. Discuss. **[10 Marks]**
- b) Discuss the need of conducting a research in public relations firm. **[10 Marks]**