



# **GRETSA UNIVERSITY - THIKA**

**UNIVERSITY EXAMINATIONS  
JANUARY – APRIL 2019 SEMESTER**

**CERTIFICATE IN JOURNALISM & MASS  
COMMUNICATION**

**COURSE CODE: CJMC 008**

**COURSE TITLE: BASICS IN PUBLIC RELATIONS**

**DATE: 8<sup>TH</sup> APRIL 2019**

**TIME: 8:00 AM – 11:00 AM**

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## **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) Discuss public relations roles to the society [15 marks]
- b) Define the term public relations [5 marks]
- c) Describe the advisory role of public relations [5 marks]
- d) Describe publics in public relations briefly [10 marks]
- e) State 5 managerial functions of public relations [5 marks]

## **SECTION B: ANSWER ANY THREE QUESTIONS**

### **Question Two**

- a) State the importance of studying public relations as a career [15 marks]
- b) State out internal functions of public relations [5 marks]

### **Question Three**

- a) Discuss the term image building as used in public relations [5 marks]
- b) Discuss the future of public relations in Kenya [10 marks]

### **Question Four**

- a) Discuss the relationship between media and public relations [15 marks]
- b) Give out 5 bodies practising public relations in Kenya [5 marks]

### **Question Five**

- a) Discuss the mandate of public relations society of Kenya [5 marks]
- b) State why Kenyan government needs public relations [10 marks]

### **Question Six**

- a) Discuss one case study of public relations [15marks]
- b) Describe shortly how public relations should handle social media [5 marks]