



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY  
SCHOOL OF BUSINESS AND ECONOMICS**

**2<sup>ND</sup> YEAR 2<sup>ND</sup> SEMESTER BACHELOR OF BUSINESS ADMINISTRATION AND 2<sup>ND</sup> YEAR  
1<sup>ST</sup> SEMESTER LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**MAY – AUGUST 2023**

**KISUMU CAMPUS**

**UNIT CODE:           BAB 1422**

**UNIT NAME:           PUBLIC RELATIONS**

**DURATION: 2 HOURS**

**INSTRUCTIONS**

1. This paper contains 5 questions
2. Answer question 1 (compulsory) and any other 2 questions
3. Write all the answers in the booklet provided

**QUESTION ONE**

- a) Discuss the origin and development of Public Relations. (15 marks)
- b) Explain factors that have contributed to development of modern Public Relations in the in the nineteenth and twentieth century.  
(10marks)
- c) Elaborate the contribution of Edward Ledbetter Bernays to the development of Public Relations. (5marks)

**QUESTION TWO**

- a) Public Relations is a management function. Discuss this statement. (10marks)
- b) Public relations is both an art and a social science. Elucidate. (10marks)

**QUESTION THREE**

a) Research is essential in Public Relations but some organizations doesn't carry it out. Discuss why a Public Relations department would and would not carry out research at the same time.

(12marks)

b) Explain the advantages of using focus groups in conducting research. (8marks)

#### **QUESTION FOUR**

a) Explain the four stages of a crisis. (10marks)

b) Discuss the stages involved in issues management. (10marks)

#### **QUESTION FIVE**

Discuss the following theories of Public Relations;

a) Diffusion of innovation theory (10marks)

b) Situational theory (10marks)