



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND  
TECHNOLOGY**

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS  
ADMINISTRATION WITH IT**

**4<sup>TH</sup> YEAR 2<sup>ND</sup> SEMESTER 2016/2017 ACADEMIC YEAR**

**KISII CAMPUS**

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**COURSE CODE: ABA 431**

**COURSE TITLE: PUBLIC RELATIONS**

**EXAM VENUE:**

**STREAM: (BBA )**

**DATE: APRIL, 2017**

**EXAM SESSION:**

**TIME: 2 HOURS**

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**INSTRUCTIONS:**

**INSTRUCTIONS: ANSWER QUESTIONS ONE AND ANY OTHER TWO  
QUESTIONS.**

**QUESTION ONE**

- a) Discuss the public relations process. (15 Marks)
- b) Discuss the history and evolution of public relations as a profession. (15Marks)

**QUESTION TWO**

With the use of appropriate illustrations discuss the Functions public relations. (20mks)

**QUESTION THREE**

The government plays a critical role in public relations; by use of appropriate illustration explain the role of the government in public relations. (20 mks)

#### **QUESTION FOUR**

- a) Discuss the components of public relations. (10 mks)
- b) Explain some of the possibilities that may call for public relations. (10 mks)

#### **QUESTION FIVE**

- a) Discuss the various PR strategies used by an institution of higher learning to enhance its operations.
- b) Explain the various Tactics in solving Public Relations problems in an organization you are familiar with.