JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS & ECONOMICS

UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF

INTERNATIONAL TOURISM MANAGEMENT

4TH YEAR 2ND SEMESTER 2016/2017 ACADEMIC YEAR

MAIN CAMPUS

RESIT

COURSE CODE: ABA 431

COURSE TITLE: PUBLIC RELATIONS

EXAM VENUE: LAB 1   **STREAM: (TOURISM)**

DATE: 06/05/16   **EXAM SESSION: 2.00 – 4.00 PM**

TIME: 2   HOURS

Instructions:

1. **Answer Question ONE (COMPULSORY) and ANY other 2 questions**
2. **Candidates are advised not to write on the question paper.**
3. **Candidates must hand in their answer booklets to the invigilator while in the examination room.**

QUESTION ONE

"Public relations consist of all forms of planned communication, outward and inward, between anorganization and its publics for the purpose of achieving specific objectives concerning mutual understanding"

a) Identify and explain FIVE objectives of public relations   (10 Marks)

b) Outline five elements of an organizations corporate identity?   (5 Marks)

c)State and explain at least FIVE qualities of a good public relations officer   (10 Marks)

d)Give fiveimportances of public relations as a management function   (5Marks)

QUESTION TWO

a) Give the difference between

i) Marketing and Public Relations   (5 Marks)

ii) Advertisement and Public Relations   (5Marks)

b) Explain FIVE possible reasons an organization may reach out to the media   (10Marks)

QUESTION THREE

Describe the key internal publics and the key external publics that should be considered when developing a public relations campaign   (20 Marks)

QUESTION FOUR

a) Outline the factors to consider in choosing a Public Relations consultancy.   (12 Marks)

b). Discuss the various main media which companies can use for Public Relation purposes?

(8 Marks)

QUESTION FIVE

Distinguish between customer relations and community relations and describe popular community relations activities used by commercial and non-commercial organisations

[20 marks]