



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION WITH IT
4TH YEAR 2ND SEMESTER 2016/2017 ACADEMIC YEAR
KISII CAMPUS

COURSE CODE: ABA 431

COURSE TITLE: PUBLIC RELATIONS

EXAM VENUE:

STREAM: (BBA)

DATE: APRIL, 2017

EXAM SESSION:

TIME: 2 HOURS

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.