



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 2019/2020 ACADEMIC YEAR

COURSE CODE: ABA 431

COURSE TITLE: Public Relations

EXAM VENUE:

STREAM: (BBA FINANCE)

DATE:

EXAM SESSION:

TIME: 2 HOURS

Instructions:

- 1. Answer questions ONE 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**

1. a. In light of the recent insecurity crisis in Kenya, discuss the key strategies the Kenyan government can use to recover from the negative tourists' perception. (10 marks)
b. You have just won an international humanitarian award and would like to publicize your achievements. Write a press release for the local newspaper in an attempt to get them to run a story relating to your win. (10 marks)
c. Explain the roles of Public Relations department in your organization (10 marks).
2. a. Explain the open systems model of public relations. (10 marks)
b. Explain the different parts of the public relations function in your organization. (10 marks).
3. a. As a Public relations manager of Mombasa County government, prepare a presentation to your county assembly explaining the public relations techniques you will utilize in crisis management. (10 marks).
b. Discuss the successes of the county in relation to development projects. (10 marks).
4. a. As a public relations manager, discuss the four-step process you will utilize in solving problems in your organizations. (10 marks)
b. Organizational communication demands particular leadership qualities. In light of this statement, discuss the qualities of leadership key to effective organizational communication. (10 marks)