



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

**UNIVERSITY EXAMINATIONS FOR BACHELOR DEGREE IN
BUSINESS ADMINISTRATION**

END OF SEMESTER EXAMINATION FOR 2016 ACADEMIC YEAR

4THYEAR 2ND SEMESTER 2016/2017 ACADEMIC YEAR

KENDU BAY LEARNING CENTRE

COURSE CODE: ABA 430

COURSE TITLE: PUBLIC RELATIONS

INSTRUCTIONS:

- 1. Answer question ONE and any other two**
- 2 . Candidate are advised not to write on the question paper.**
- 3. Candidates must hand in their answer booklet to the invigilator before leaving the exam room**

Question One

- a. Explain the role of Public Relations as a management function. (4 marks)
- b. Discuss any **five** foundational principles of public relations. (10 marks)
- c. Highlight **six** positive impacts of Public Relations to the society. (6 marks)
- d. Discuss the importance of research in Public Relations management. (6 marks)
- e. Explain the following categories of public relations publics.
 - i. Latent publics (2 marks)
 - ii. Aware publics (2 marks)

Question Two

- a. Corporate advertising aims at making favorable known the organization behind a product or service. Discuss the conditions that classify an advert as a corporate advertising. (6 marks)
- b. Explain four types of corporate advertising as identified by Frank Jefkins. (4 marks)
- c. 'Corporate image is the way an organization itself is perceived by various publics.' Discuss **five** ways by which an organization can develop its image. (10 marks)

Question Three

- a. Public Relations involves the projection and management of image of an entity. Explain the qualities that necessitate a person to be an effective Public Relations practitioner. (10 marks)
- b. Explain the importance of Public Relations within an organization in relation to:
 - i. Employees (2 marks)
 - ii. Society (2 marks)
 - iii. Media (2 marks)
 - iv. Finance (2 marks)
 - v. Special Events (2 marks)

Question Four

- a. Using examples, explain the **four** groups of linkages of stakeholders to an organization as identified by Grunig and Hunt in 1984. (12 marks)
- b. Discuss **four** steps used in the process of stakeholder management. (8 marks)

Question Five

- a. Discuss the core functions of public relations department within an organization. (10 marks)
- b. Explain the advantages of internal Public Relations Department within an organization. (10 marks)