

## **GARISSA UNIVERSITY**

# UNIVERSITY EXAMINATION 2017/2018 ACADEMIC YEAR FOUR SECOND SEMESTER EXAMINATION

#### SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

**COURSE CODE: BBM 438** 

**COURSE TITLE: PUBLIC RELATIONS** 

**EXAMINATION DURATION: 3 HOURS** 

DATE: 08/05/18 TIME: 2.00-5.00 PM

## **INSTRUCTION TO CANDIDATES**

- The examination has SIX (6) questions
- Question ONE (1) is COMPULSORY
- Choose any other THREE (3) questions from the remaining FIVE (5) questions
- Use sketch diagrams to illustrate your answer whenever necessary
- Do not carry mobile phones or any other written materials in examination room
- Do not write on this paper

This paper consists of TWO (2) printed pages

please turn over



### **QUESTION ONE (COMPULSORY)**

Madogo food processing plant employs six hundred workers, the culture of the company is that all workers great each other every morning whenever they report for their duties. In addition to that, the company administrators encourage bottom up approach in making important decisions affecting organization wellbeing. But one major setback was that most of employees used to work on shift basis (daytime/nighttime) and the interaction amongst employees was very minimal. So to bridge that gap, organization designed come together programs e.g. parties, inductions, and seminars. but with time, due to change in management and expenses involved on those programs the organizations opted to forgo the culture and concentrate more on productivity without looking other way round, these consequences followed the decision by the organization, High employee turnover, Industrial unrest, Sabotage by workers, conflict amongst employees and vandalism of organization of property. Due to these challenges, the management decided to develop turnaround strategy to opt out current crisis. So the management decided to establish a task force to find solution to current mess.

i.	What went wrong with this organization based on above case study	[6 marks]
ii.	Can the management squarely be blamed for the mess justify you	[6 marks]
iii.	Assume you are a member of established task force what suggest could you put acr	coss
		[6 marks]
iv.	Why do you think workers turn their frustration towards organization properties	[5 marks]
v.	Explain what does bottom up in administration means	[2 marks]
QUESTION TWO		
(a) D	viscuss in detail important aspects of public relations plan	[8 marks]
(b) E	xplain various types of public relations events in organizations	[7 marks]
QUESTION THREE		
(a) D	viscuss the contemporary issues in practice of public relations in public sector	[9 marks]
(b)	explain various types of sponsorship in public relations	[6 marks]
QUESTION FOUR		
(a) D	viscuss importance of public relations to the organizations	[6 marks]
(b) E	xplain ethical issues to put into considerations when dealing with employees	[9 marks]
QUESTION FIVE		
(a) Di	scuss roles of public relations in management	[9 marks]
(b) Ex	aplain types of organizations structures and its impact on public relations	[6 marks]
QUESTION SIX		
(a) Organization structure affects how people interact in the organization henceforth affecting public		

i. Normative linkages

(b) Write short notes on the following in relation to public relations stakeholders

- ii. Diffused linkages
- iii. Enabling linkages



[6 marks]

[9 marks]

relations justify above statement