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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2017/2018 ACADEMIC YEAR FOUR**

**THIRD 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: 06/08/18 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 (6) 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)**

1. The public relations department in an organization needs to communicate certain issues to the internal publics for the purpose of enhancing the public image of the organization. Highlight FIVE such issues. **[10 marks]**
2. Explain the reasons why it is necessary for the public relations practitioners to have professional code of conduct. **[10 marks]**
3. Most organizations find it necessary to engage in public relations activities. Highlight reasons that may account for such engagement. **[5 marks]**

**QUESTION TWO**

1. Strica Limited operates taxicabs within the Wachezi Municipality. One of the major publics to this company is the local authority. Highlight the public relations responsibilities the company has to the local authority. **[10 marks]**
2. There are certain special characteristics of radio that make it a suitable public relations medium. Outline these characteristics. **[5 marks]**

**QUESTION THREE**

1. One of the roles of a Public Relations Officer is the elimination of misunderstanding among publics in an organization. Explain FIVE ways in which this role is accomplished **[10 marks]**
2. Highlight FIVE positive contributions of grapevine communications in an organization **[5 marks]**

**QUESTION FOUR**

Identify ways in which the management of an organization may promote healthy human relations among its staff. **[15 marks]**

**QUESTION FIVE**

1. Explain FIVE factors that the Public Relations Manager may consider in choosing an appropriate public relations media to disseminate advertising message to potential customers **[10 marks]**
2. There is increasing need for management of organizations to promote good human relations among their workers. Explain the ways in which this objective may be achieved **[5 marks]**

**QUESTION SIX**

1. Juhudi Training Institute has changed its internal policies to suit some technological changes in its operations. Describe the public’s that are likely to be affected by such changes **[10 marks]**
2. Explain FIVE consequences that an organization may face from negative publicity **[5 marks]**