



**UNIVERSITY EXAMINATIONS**  
**SECOND YEAR EXAMINATION FOR THE AWARD OF THE**  
**DIPLOMA IN JOURNALISM AND MASS COMMUNICATION**  
**FIRST SEMESTER 2022/2023**  
**[SEPTEMBER-DECEMBER, 2022]**

**DJM 0206: MEDIA AND PUBLIC RELATIONS**

**STREAM: Y2S1**

**TIME: 2 HOURS**

**DAY: TUESDAY, 3:00 – 5:00 PM**

**DATE: 13/12/2022**

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**INSTRUCTIONS**

- 1. Do not write anything on this question paper.***
- 2. Answer question ONE and any other TWO questions.***

**QUESTION ONE (30 MARKS)**

- Explain five reasons that make it necessary for a media organization to engage in public relations activities. (10 marks)
- Explain the need of research and interaction between public relations and marketing. (10 marks)
- State and explain at least five qualities of a good public relations officer. (10 marks)

**QUESTION TWO (20 MARKS)**

- Outline the roles played by a PR officer in a media organization. (10 marks)
- State and explain the stages of crisis management. (10 marks)

**QUESTION THREE (20 MARKS)**

- Describe the steps that may be used when conducting a PR research in an organization. (10 marks)
- Discuss the main reason why organization gives financial support for worthy subjects, causes and individuals (sponsorships). (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) Discuss the advantages of studying media and public relations using credible examples. (10 marks)
- b) Media is a key ingredient in effective execution of Public Relations in an organization. Name and explain the type of media you would utilize in order to achieve communication objectives in an organization. (10 marks)

**QUESTION FIVE (20 MARKS)**

- a) What is your understanding of crisis and crisis management in the context of Public Relations activities? (10marks)
- b) Discuss the main principles of good press relations. [10 marks]