



KISII UNIVERSITY
UNIVERSITY EXAMINATIONS

FIRST YEAR EXAMINATION FOR THE AWARD OF
THE DIPLOMA IN JOURNALISM AND MASS COMMUNICATION
SECOND SEMESTER, 2023/2024
(JANUARY-APRIL, 2024)

DJM 0112: INTRODUCTION TO PUBLIC RELATIONS

STREAM: Y1 S2

TIME: 2 HOURS

DAY: WEDNESDAY, 12:00 – 2:00 P.M.

DATE: 17/04/2024

INSTRUCTIONS

- 1. Do not write anything on this question paper.***
- 2. Answer Question ONE (compulsory) and any other TWO Questions.***

QUESTION ONE (30 MARKS)

- a) Explain the following public relations concepts;
- i) Media Release (2 marks)
 - ii) Publics (2 marks)
 - iii) Mission statement (2 marks)
 - iv) Corporate image (2 marks)
 - v) Media Relations (2 marks)
- b) Critically analyze **FIVE** ways of enhancing an organization's brand image. (10 marks)
- c) Discuss **FIVE** roles of Public Relations Practitioner in an organization. (10 marks)

QUESTION TWO (20 MARKS)

- a) Explain **FIVE** advantages of using Corporate Social Responsibility (CSR) by an organization. (10 marks)
- b) Explain why you as a Public Relations professional would adopt the Two-way symmetrical model of communication. (10 marks)

QUESTION THREE (20 MARKS)

- a) 'Public Relations is a management function'. Discuss (10 marks)
- b) A media release is a piece of news or information that companies send out to inform the public and the press about something noteworthy. Explain any **FIVE** guidelines for writing perfect media release. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Community relation's main objective is to establish and maintain mutually satisfactory relationships with community and special interest groups where an organization has operations. Explain any **FIVE** activities undertaken. (10 marks)
- b) Distinguish between press agency model and two-way asymmetrical model of public relations. (10 marks)

QUESTION FIVE (20 MARKS)

Crisis communication refers to the dissemination of information by an organization to address a crisis that impacts the organization's reputation. Expound on the process of communicating and assessing risk during the technological crisis. (20 marks)