

# **SECOND YEAR EXAMINATIONS FOR THE AWARD OF THE DIPLOMA IN JOURNALISM & MASS COMMUNICATION (Y2 S2)**

## **DJM 0206: MEDIA AND PUBLIC RELATIONS**

### **Instructions:**

*Answer question one and any other two Questions*

#### **QUESTION ONE**

- a) Describe **SIX** steps followed when conducting PR research in an organization (10 mks)
- b) Explain **FIVE** role of CSR in shaping an organization's public image. (10 mks)
- c) Digital revolution has impacted media consumption in Kenya; discuss **FIVE** advantages it presents for public relations practitioners? (10 mks)

#### **QUESTION TWO**

- a) Explain **FIVE** factors to consider when selecting media to use for a PR campaign (10 mks)
- b) Explain **FIVE** stages of crisis management. (10 mks)

#### **QUESTION THREE**

- a) Outline **FIVE** advantages of using radio as a medium for PR in an organization (10 mks)
- b) Discuss **FIVE** barriers of effective delivery of PR messages. (10 mks)

#### **QUESTION FOUR**

- a) Discuss **TEN** advantages of utilizing online platforms for PR purposes. (10 mks)
- b) Explain **FIVE** benefits an organization may derive from maintaining a good public image (10 mks)

#### **QUESTION FIVE**

- a) Discuss **FIVE** methods used to evaluate the effectiveness of PR campaigns. (10 mks)
- b) Discuss **TEN** code of conduct that is expected of a PR practitioner (10 mks)