



# MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

P.O. Box 972-60200 – Meru-Kenya

Tel: +254(0) 799 529 958, +254(0) 799 529 959, + 254 (0) 712 524 293,

Website: [info@must.ac.ke](mailto:info@must.ac.ke) Email: [info@must.ac.ke](mailto:info@must.ac.ke)

---

## University Examinations 2023/2024

FIRST YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR  
OF JOURNALISM AND MASS COMMUNICATION

### BCJ 3152: INTRODUCTION TO PUBLIC RELATIONS

DATE: APRIL 2024

TIME: 2 HOURS

---

1. INSTRUCTIONS: Answer Questions ONE and any other TWO Questions

#### QUESTION ONE (30 MARKS)

- a) What do you understand by the term public relations? (1 Mark)
- b) Describe the skills required to be an effective PR professional. (8 Marks)
- c) Explain the significance of public relations in an organization and highlight the causes responsible for the Growth of PR. (8 Marks)
- d) Discuss four public relations ethics (8 Marks)
- e) Describe three models of public relations. (3 Marks)
- f) Discuss 2 types of research used in public relations (2 Marks)

#### QUESTION TWO (20 MARKS)

- a) Discuss the role of Public Relations as a management function. Use clear examples to elaborate your answer. (8 Marks)
- b) Identify two types of research used in public relations and explain their importance in public relations. (6 Marks)
- c) Besides posting news of a PR problem, how else can social media be used during a PR crisis? (6 Marks)

### **QUESTION THREE (20 MARKS)**

- a. Explain what a public relations speech is and define the four factors to consider when writing a public speech. (8 Marks)
- b. Discuss six benefits of public relations with employees. (6 marks)
- c. Describe the factors to be kept in mind for planning a PR campaign? (6 Marks)

### **QUESTION FOUR (20 MARKS)**

- a) Identify and explain the various media tools used by a PR Professional (10 Marks)
- b) Write short notes on the following; (10 Marks)
  - Corporate Reputation
  - Content writing in PR
  - Ethics in PR
  - Internal communication
  - Community Relations

### **QUESTION FIVE (20 MARKS)**

- a) What is crisis communication? (2 Marks)
- b) How should a PR person make a crisis communication plan? (8 Marks)
- c) Give an example of a company that was successful in solving its crisis through good PR. (2 Marks)
- d) Your company has organized a blood donation camp in which over 500 employees with a few of the top level managers donated blood. Prepare a suitable press release on this occasion. (8 Marks)