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University Examinations 2023/2024

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

BCJ 3205 - PUBLIC RELATIONS

DATE: APRIL 2024

TIME: 2 HOURS

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

QUESTION ONE (30 MARKS)

- a) Define Public Relations (5 Marks)
- b) Outline 5 objectives of public relations (5 marks)
- c) What is crisis management and what are the steps involved in crises management? (6 Marks)
- d) What are firefighting tactics in public relations? (5 Marks)
- e) Public Relations is the daily application of common sense, common courtesy, and common decency. Discuss this statement (5Marks)
- f) Describe the following elements of public relations: (4 Marks)
 - i Planning
 - ii Performance
 - iii Public interest
 - iv Two-way communication

QUESTION TWO (20 MARKS)

- a) Public relations is a management function. Discuss this statement.
 - i A brand of maize flour in the milling corporation in which you work has been found to contain high levels of aflatoxin. The public health officials have consequently banned the distribution of the brand and ordered your flour mill closed.
 - a) What are the repercussions of such an action to your corporation? (.....)
 - b) As the corporate affairs manager, what advise will you give the management of your organisatin with a view to salvaging the situation? (.....)

QUESTION THREE (20 MARKS)

With the aid of relevant examples, distinguish between internal and external publics. (.....)

QUESTION FOUR (20 MARKS)

Describe the following types of Public Relations (.....)

- a) Media relations
- b) Industrial relations
- c) Community relations
- d) Investor relations
- e) Customer relations

QUESTION FIVE (20 MARKS)

What role does public relations play in the following types of management? (.....)

- a) Communication management
- b) Crisis management
- c) Image management
- d) Risk management
- e) Strategic management