



**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR**

THIRD YEAR FIRST TRIMESTER EXAMINATION

**FOR THE DEGREE
OF**

BACHELOR OF SCIENCE IN HEALTH PROFESSION EDUCATION

COURSE CODE: HPE 302 /HPT 313

COURSE TITLE: PUBLIC RELATIONS

DATE: WEDNESDAY 20TH APRIL 2022

TIME: 8:00-11:00 AM

INSTRUCTIONS TO CANDIDATES

- SEC A: Multiple Choice Questions (MCQ)
- SEC B: Short Answer Questions (SAQ)
- SEC C: Long Answer Question (LAQ)

20 MARKS.
40 MARKS.
40 MARKS

Time: 3 HOURS

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 4 Printed Pages. Please Turn Over.

Section A: Multiple choice Questions**20 marks**

1. Effective public relations introduces the management function dealing with:-
 - A. Putting a positive “spin” on bad news.
 - B. Professional subterfuge and deception.
 - C. Altering perceptions and manufacturing consent.
 - D. Relationships between organizations and stakeholders.
2. The contemporary concept of public relations is based on which of the following key words?
 - A. Asymmetric, one-way and propaganda
 - B. Inducing, engineering and creating
 - C. Reciprocal, mutual and between
 - D. International, global and diverse
3. Which one of the following best accounts for the development of public relations?
 - A. Engaging unilateral stake holders during planning long term goals
 - B. A planned, sustained effort by the profession to promote education in the field
 - C. Power conflicts and the recurring crises of change.
 - D. The continuing struggle between employers and employees.
4. Which practitioner is credited with coining the term “public relations counsel” in the 1923 book, *Crystallizing Public Opinion*?
 - A. Carl Byoir
 - B. Ivy Lee
 - C. Edward Bernays
 - D. John W. Hill
5. What task dominates as the common denominator for all public relations practitioners?
 - A. Writing and editing
 - B. Planning special events
 - C. Research and evaluation
 - D. Media contact and placement
6. Public relations typically do not have responsibility for which one of the following?
 - A. Monitoring awareness inside and outside the organization
 - B. Counseling management on policy
 - C. Improving product design and packaging
 - D. Analyzing the impact of policies on publics
7. When we said PR is a two ways communication, we were...
 - A. Not just telling but listening too.
 - B. Gave instructions.
 - C. Listening more than telling
 - D. Not to solicit feedback
8. The management function most often confused with public relations is...
 - A. Advertising
 - B. Marketing
 - C. Lobbying
 - D. Development
9. Which specialized part of the practice deals with an organization’s “number one public and it’s “most important asset”?
 - A. Product publicity
 - B. Product advertising
 - C. Issues management
 - D. Internal relations
10. The method that provides the practitioner with the greatest control of content and placement

in media is:-

- A. Advertising
 - B. Marketing
 - C. Lobbying
 - D. Issues management
11. There are five common elements in basic Public Relationship definitions. Which is **false**?
- A. Management function
 - B. Socially responsible
 - C. Planned activity
 - D. Highly technological research
12. Increasingly, public relation practitioners are being asked to document measurable results. What is the major motivation of this pressure to measure impact?
- A. Public relations results are typically intangible.
 - B. Because clients will not pay for programs for which results cannot be detected.
 - C. Management wants to know how public relations contribute to achieving goals.
 - D. Computers have replaced the need to gather data on program impact.
13. Which is the major trait that during hiring of public relation officer position, an organization will consider most
- A. Management skills
 - B. Writing skills
 - C. Objective thinking
 - D. Research skills
14. Which two of the following are true with regards to the impact of new technology on public relations practice?
- A. Audiences are less fragmented, preferring homogenous mass media for their needs.
 - B. Audiences are more passive, simply receiving information sent to them.
 - C. Audiences are more active, choosing two-way media that permit interactivity.
 - D. Audiences that report the news are clearly identified “journalists” with the appropriate educational background and training
15. Newspaper readership is not uniform across society. Which one of the following is an accurate description of newspaper readership today?
- A. A higher percentage of older people read a daily newspaper, compared to younger people.
 - B. A higher percentage of younger people read a daily newspaper, compared to older people
 - C. A higher percentage of professionals and skilled workers read a daily newspaper.
 - D. The majority of newspaper readers do have college degrees
16. Which medium offers public relations the greatest communication flexibility in terms of reaching people under a variety of circumstances?
- A. Newspapers
 - B. Magazines
 - C. Radio
 - D. Television
17. Which are not reasons for planning in Public Relation?
- A. To keep action in line with mission.
 - B. To help us be able to control our destiny.
 - C. To be outstanding in gaining power and authority.
 - D. To better understand and focus our research.
18. “Situations characterized by surprise, high threat to important values, and a short decision time” are...
- A. Issues
 - B. Crises

- C. Problems
D. Tragedies
19. What is the more formal term for what is known as 'Plan B'?
- A circumstantial plan
 - A convergence plan
 - A contingency plan
 - A crisis plan
20. The specialized part of corporate public relations that interacts with shareholders and the financial community is ?
- Accounting committee
 - Public affairs committee
 - Management committee
 - Investor relations committee

Section B: Short Answer Questions (SAQ's)

1. Explain five functions of a public relation practitioner **40 Marks.**
2. Outline five strategies of improving customer service in organization **5 marks.**
3. Name five internal customers of the University **5 marks**
4. Explain five professional ethics that must be practiced at work place **5 marks**
5. Describe five of building organization positive image to the public **10 marks**
6. Briefly discuss five public relationship theory **10 marks**

Section C: Long Answer Questions

(40 marks)

Question 2

Critique the application of PEST analysis Model with regard community health programme (20 marks)

Question One:

Discuss citing relevant examples on five major roles of health professionals toward implementing and evaluating public relations programs in Kenya. (20 marks)