



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

UNIVERSITY SPECIAL/SUPPLEMENTARY EXAMINATIONS

2021/2022 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER EXAMINATIONS

FOR THE DEGREE

OF BACHELOR OF COMMERCE

COURSE CODE: BCB 304

COURSE TITLE; PUBLIC RELATIONS

DATE: MONDAY, 25TH JULY 2022 TIME: 11:00 – 1:00PM

INSTRUCTIONS TO CANDIDATES

- 1. ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**
- 2. DO NOT WRITE ANYTHING ON THE QUESTION PAPER**

TIME: 2 HOURS

MMUST observes ZERO tolerance to examination cheating ▶

This Paper Consists of 2 Printed Pages. Please Turn Over.

QUESTION ONE (Compulsory)

Read the case below and answer the questions that follow:

FLYIERS TRANSPORTATION COMPANY

Flyiers is one of the world's largest transport companies. The primary business is in shipping and managing the movement of shipping containers. You've just received an email from the head of Flyiers' Public Relations department, referencing a statement posted the previous day on a popular social media site:

"I see that Flyiers have bought themselves the world's largest container ship. That makes it even more difficult for us to tell how profitable the company really is. It is impossible to compare depreciation charges with the other shipping companies as it is. Now we'll have to trust Flyiers to estimate the useful life of a brand new class of ships that nobody has ever operated before. The information in the accounting policies note was never very useful as it was. The company states that 'depreciation is charged to the statement of profit or loss on a straight-line basis over assets' useful lives'. We are told that the useful lives of ships are generally 20 to 25 years. Which is it – 20 or 25? What rate will be used for the new ship? One of Flyiers' closest competitors makes a similar statement, but claims that its ships have lives of 20 to 30 years. Hasn't Flyiers ever heard of maintenance? I think that we should be concerned here because the directors are clearly more excited about having the largest and latest ships than about providing shareholders with value for money. They can justify anything they like because they produce the accounting numbers. However, have they forgotten that they cannot control the market's reaction?"

All you know about this shareholder is that he or she is an individual rather than an institutional investor. Several other shareholders already commented on this post, stating that they agree with it.

(a) (i) Using your knowledge in Public Relations, Identify and explain any five publics of Flyiers company (5marks)

(ii) Assume you are the PR manager in this organization and you have to make a response to this post, what factors would influence your choice of media to be used in Public Relations? 10 marks)

(b) Assume you are the PR officer of this organization and you have to make a PR plan, what would be the contents of such a plan? 10 marks

(c) Public Relations markets the organization directly or indirectly. In relation to the above case, what similarities exist between the two organizational activities? (5marks)

QUESTION TWO

(a) Describe how the social media is shaping the PR practice in Kenya (5marks).

(b) Briefly describe some of the guiding principles that would help a Public Relations officer to identify the publics he is dealing with. (7marks)

(c) The Public Relations office is the very lifeblood of an organization. Elucidate (7marks)

QUESTION THREE

(a) (i) As a PR manager, you may have to formulate PR programs that will be disseminated through various media. What are the considerations to be made in making the most appropriate choice? (5marks)

(ii) The CEO has approached you to be promoted to the position of head of PR Department in your organization. What are the likely considerations he made before this decision? (5 marks)

(b) Research in Public Relations has become inevitable in the modern world with opinion surveys being the commonest tool. Explain how information from conducting opinion surveys may be used. 10 marks

QUESTION FOUR

(a) Lobbying has become an inevitable Public Relations strategic activity. Describe the various approaches that may be used. (8 marks)

(b) As a PR officer tries to communicate to the publics, he faces a myriad of challenges. What are the likely sources of such? 12 marks

QUESTION FIVE

(a) The CEO of Mapema Company was overheard saying "We don't need to keep hiring this internal PR Officers. We should outsource the services". Explain the factors that would have informed his line of argument. (10 marks)

(b) Describe in detail, the various tactics a PR officer may apply during crisis communication. (5 marks)

c) Justify the need for PR officers to be ethical in organizations. (5 marks)