



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

**UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR**

**FIRST YEAR SECOND SEMESTER
SPECIAL/SUPPLEMENTARY EXAMINATIONS**

**FOR THE DEGREE OF BACHELOR OF SCIENCE IN
DISASTER MANAGEMENT AND INTERNATIONAL
RELATIONS**

COURSE CODE: DPI 102

**COURSE TITLE: FOUNDATIONAL ELEMENTS OF PUBLIC
RELATIONS**

DATE: 03/08/2022

TIME: 2.00PM-4.00PM

INSTRUCTIONS TO CANDIDATES

Answer Question ONE (Compulsory)
And ANY OTHER TWO (2) questions

MMUST observes ZERO tolerance to examination cheating

QUESTION ONE (30 Marks)

- a) Distinguish between formal and informal Communication in organizations (15 Marks)**
- b) Write short notes on the following basic terms of Public Relations**
 - i) Advertising (5 Marks)**
 - ii) Publicity (5 Marks)**
 - iii) Publics (5Marks)**

QUESTION TWO

As digital technology has evolved, the methods to measure effective online public relations effectiveness have improved. The Public Relations Society of America, identified 5 steps to measure online public relations effectiveness. Outline and explain each of the steps **(20 Marks)**

QUESTION THREE

Courier services seem to maintain their relevance despite the robust digital era. Discuss **(20 Marks)**

QUESTION FOUR

Distinguish between formal and informal Communication in organizations **(20 Marks)**

QUESTION FIVE

Discuss the pros and cons of formal upward communication in an organization of your choice **(20 Marks)**

QUESTION SIX

Discuss the value of grapevine in in organizations **(20 Marks)**