



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

SPECIAL/SUPPLEMENTARY EXAMINATIONS

2021/2022 ACADEMIC YEAR

**FIRST YEAR SECOND SEMESTER FOR DIPLOMA IN PUBLIC RELATIONS
AND CREATIVE ADVERTISING**

COURSE CODE: DPA 107

COURSE TITLE: PRINCIPLES OF PUBLIC RELATIONS

DATE: 01/08/2022

TIME: 8.00 AM-10.00 AM

INSTRUCTIONS TO CANDIDATES

Answer question ONE and any other TWO

TIME: 2 HOURS

Question 1

(a) Your friend Daniel is the director of communications in the company where you work as the Public relations officer. He has identified complainants from your company's publics on an already existing problem. Using the Frank Jefkins six-point Model of Public Relations planning, describe to Daniel how you will plan to solve the problem. (20 Marks)

(b) Make short notes on the following terms as used in Public Relations (10 Marks)

- i) Public Relations
- ii) Crisis management
- iii) Perception
- iv) Publicity
- v) Publics

Question 2

(a) State 5 qualities of a Public Relations officer. (5 Marks)

(b) Discuss any **FIVE** functions of Public Relations in an organization (15 Marks)

Question 3

a) State Five Disadvantages of Internal Public Relations Department

(5 Marks)

b) Discuss any **Three** basic services a public relations department offers to an organization

(15 Marks)

Question 4

Discuss any **FOUR** Public relations media tools employed by a PR department in an organisation to help the organisation achieve its set objectives. (20 Marks)

Question 5

Discuss the Diffusion Theory as used in Public Relations and creative advertising (20 Marks)

-End-