



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

**SPECIAL/SUPPLEMENTARY EXAMINATIONS**

**2021/2022 ACADEMIC YEAR**

**FIRST YEAR FIRST SEMESTER**

**FOR DIPLOMA IN PUBLIC RELATIONS AND CREATIVE ADVERTISING**

**COURSE CODE: DPA 100**

**COURSE TITLE: INTRODUCTION TO PUBLIC RELATIONS**

**DATE: 29/07/2022**

**TIME: 11.00 AM-1.00 PM**

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**INSTRUCTIONS TO CANDIDATES**

**Answer question ONE and any other TWO**

**TIME: 2 HOURS**

### Question 1

- a) Define the term public relations strategy (2 Marks)
- b) State 5 qualities of a well-planned public relations strategy (5 Marks)
- c) Discuss the steps involved in developing a Public relations strategy (4 Marks)
- d) Discuss the barriers to effectiveness delivery of a public relations message (9 Marks)
- e) State and explain 5 factors to consider when planning for public relations programmes (10 Marks)

### Question 2

- a) Define: i) Propaganda as used in Public Relations  
ii) Public Relations consultancy (4 Marks)
- b) State five advantages and disadvantages of Public Relations consultancy firms (10 Marks)
- c) Discuss three factors to consider while selecting a consultancy firm (6 Marks)

### Question 3

Discuss the difference between public relations and the following communication fields (20 Marks)

- i) Publics
- ii) Publicity
- iii) Advertising
- iv) Public Opinion
- v) Marketing

### Question 4

- a) Define the term ethics as plied in public relations (2 marks)
- b) Discuss the Code of conduct expected from the employer (8 marks)
- c) Discuss the code of conduct for public relations staff (10 Marks)

### Question 5

- a) State six activities done by a Public relations department in an organization (6 Marks)
- d) State and explain any seven most common Publics that most organizations interact with. (14 Marks)