



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

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

SECOND YEAR MAIN EXAMINATIONS

DEGREE IN JOURNALISM AND MASS COMMUNICATION

COURSE CODE: NCO 215


COURSE TITLE: PR IN OCCUPATIONAL SAFETY AND HEALTH

DATE:

TIME:

INSTRUCTIONS TO CANDIDATES

Time: 2 hours. Answer question **ONE** and any other **TWO**

This paper consists of two (2) pages. Please turn over 

MMUST observes ZERO tolerance to examination cheating

1. Discuss the origin and development of Public Relations (15mks)
 - a) Explain factors that have contributed to development of modern Public Relations in the 19th and 20th Century (10mks)
 - b) Elaborate the contribution of Edward Barneys to the development of PR (5mks)
2.
 - a) Explain the term Crisis (2mks)
 - b) As a trained student in OSH and who understands the importance of Public Relations, discuss the THREE process of managing a crisis (12mks)
 - c) Highlight the principles of Crisis Communication (6mks)
3.
 - a) Explain the term PR Publics (4mks)
 - b) Highlight and Explain the basic types of Publics (4mks)
 - c) Discuss the categories of PR Publics (12 mks)
4.
 - a) a As a student of OSH, how is Public Relations course important to your career? (5mks)
 - b) Discuss any five roles of Public Relations practitioners (15mks)
5.
 - a) a Explain the term Press Release (2mks)
 - b) Highlight characteristics of a good Press Release (6mks)
 - c) Your organization has organized a blood donation camp to assist patients in various hospitals across Kakamega County. Prepare a suitable press release for this occasion (12mks)