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(UNIVERSITY OF CHOICE)

**MASINDE MULIRO UNIVERSITY OF SCIENCE AND
TECHNOLOGY**

(MMUST)

UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER EXAMINATIONS

FOR

JOURNALISM AND MASS COMMUNICATION

COURSE CODE: JMC 200

MAIN EXAMS

**COURSE TITLE: PUBLIC RELATIONS PRINCIPLES AND
PRACTICES**

DATE: 06/12/2022

TIME: 08.00 AM-10.00 AM

INSTRUCTIONS TO CANDIDATES

Answer question **ONE** (30 marks) and any other **TWO** questions (20 marks each)

TIME: 2 Hours

MMUST observes **ZERO** tolerance to examination cheating

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



JOURNALISM AND MASS COMMUNICATION
PRACTICES

QUESTION ONE

- a) Explain any Five roles of a PR Firm(15 marks)
- b) Discuss the different types of PR towards the success of an Organization (15 marks)

QUESTION TWO

- a) Define the term Crisis Management (5 marks)
- b) Discuss the crisis management process (15 mark)

QUESTION THREE

- a) Define Corporate Social Responsibility (CSR) as used in Public Relations (2 marks)
- b) Think of an organization/company and its good reputation in the market.
 - i) Give ways in which it has been considered socially responsible (10 marks)
 - ii) Explain how CSR has led to its profitability (8 marks)

QUESTION FOUR

- a) What are the factors to consider in the selection of media for Brand Awareness (10marks)
- b) Discuss 5 ways in which a Public Relations department can use the media to protect the image of an organization (10 marks)

QUESTION FIVE

- a) Mention any 5 Public Relations tools and explain how they can be used to build its brand awareness (10 marks)
- b) What are some of the 3 advantages and 3 disadvantages of using social media for PR engagements? (10 marks)