



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

**UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR**

**FIRST YEAR SECOND SEMESTER 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: 29/4/2022

TIME: 3PM-5 PM

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) Examine the functions of Public Relations in organizations. **(20 Marks)**
- b) Write short notes on the following basic terms of Public Relations:
 - i) Advertising **(5 Marks)**
 - ii) Publicity **(5 Marks)**

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

Provide the meaning of Product public relations and its benefits. **(20 Marks)**

QUESTION FOUR

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

QUESTION FIVE

Discuss the three modes of public communication. **(20 Marks)**

QUESTION SIX

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