



(University of Choice)

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

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR**

SECOND YEAR SECOND TRIMESTER EXAMINATIONS

COURSE CODE: NCN413

COURSE TITLE: PUBLIC RELATIONS

DATE: WEDNESDAY, 20TH APRIL 2022

TIME: 8-11AM

INSTRUCTIONS TO CANDIDATES

Answer all question in this examination paper in the answer booklet provided.

TIME: 3 Hours

MMUST observes ZERO tolerance to examination cheating

SECTION I: MULTIPLE CHOICES QUESTION(EACH QUESTION IS ONE MARK)

1. In the 20th century development in terms of a public relations techniques was used to ?
 - A. Persuade people to accept the authority of the government and religion have been used throughout time.
 - B. Persuade people to accept the authority of the management and religion have been used throughout time.
 - C. Persuade people to accept the authority of the institution and religion have been used throughout time.
 - D. Persuade people to accept the authority of the leaders at work and religion have been used throughout time.
2. One of the American figures who (indirectly) advanced public relations was Henry Ford . What was his key contribution?
 - A. He was the first public relations counselor
 - B. He was recognized as the first major industrialist to utilize two basic PR concepts: “positioning and ready accessibility”
 - C. He was the first president to make extensive use publicity.
 - D. He was the first president to make extensive use of news conferences and interviewing in drumming up of news conferences
3. As a nurse manager, you will refer to the consumers of your service as whole of the above EXCEPT?
 - A. Client
 - B. Customer
 - C. Patient
 - D. Consumer
4. Which of the following matches correctly with PR’ Evolving Practice and Philosophy ?
 - A. 1980s —Issues management was added to the Issues management was added to the job description of PR manager
 - B. 1960s — era of reform in the stock market and investor relations. Companies must immediately disclose any relations.
 - C. 1970s — the concept of PR as a management function is in full bloom. (management by objective) was heavily endorsed by PR practitioners
 - D. 1990s — Reputation or perception management were the buzz phrases
5. Public Relations is about?
 - A. Management
 - B. Reputation
 - C. Perception
 - D. Leadership
6. The following are some possibilities that would call for public relations EXCEPT?
 - A. Controversy:

- B. Adverse publicity:
 - C. Catastrophe:
 - D. Malpractice
7. Public Relations has one of the functions in an organization
- a. Management
 - b. Administration
 - c. Marketing
 - d. Customer Service
8. One of the following is often confused with public relations
- a. Marketing
 - b. Advertising
 - c. Publicity
 - d. Media relations
9. In the definition of Public relations, "Everything involved in achieving a favorable opinion." Was a quote by?
- A. Institute of Public Relations, USA
 - B. George F. Meredith
 - C. Charles Plackard
 - D. Edward L. Bernays
10. What public relations pioneer is credited with being the first practitioner to insist on "a place at the management table"?
- a. Carl Byoir
 - b. Edward Bernays
 - c. Doris Fleischman
 - d. Arthur Page
11. What World War I-era organization introduced decentralized publicity "drives" as a strategy to mobilize U.S. public opinion to support the war?
- a. The Creel Committee
 - b. The Red Cross
 - c. The Council on Public Relations
 - d. The Office of War Information
12. What are two major reasons why organizations retain outside public relations counsel? (Choose two.)
- a. They bring greater credibility to the work.
 - b. They will provide sound ROI on the project or program.
 - c. They provide objectivity and a disinterested perspective.
 - d. They can provide more attention and detail to a project than in-house staff.

13. You work for a utility company that is building a biomass plant in the community. Your employer asks you to give a series of community talks about the plant and future operations. You visit the plant several hours before you are due to give a speech that has been prepared by your immediate supervisor. During the tour of the plant, you discover several claims in the speech are not true. What do you do?
- Write and deliver a new speech that you know is entirely correct.
 - Cancel all speeches until you and your supervisor can get the information straight.
 - Deliver the speech as prepared and discuss the inaccuracies with your supervisor afterward.
 - Address the inaccuracies with your supervisor immediately and make the necessary corrections before giving the speech.
14. You seek the counsel of one of your peers who designed and implemented a communication program that resulted in the successful permitting of an automotive recycling center, despite strong opposition from community organizations. You have to design a program to win approval for a similar project proposed by your company. Your peer gives you a brief piece of advice that succinctly describes the foundation of his successful program.
What is most likely your peer's advice for a successful communication program?
- Solve their problems
 - Kill them with kindness
 - Expose them to ridicule
 - Overwhelm them with facts
15. While handling press questions, It is important that you have a crucial virtue of?
- Being sure of the people you are addressing
 - Ability to think and react on questions instantly
 - Be quick and talk with authority
 - Have crisis management meeting
16. The organisation may prefer a certain image and they like to project that image the minds of the public or among the target group. Which tool will the organization effectively use for the desires image?
- Vision
 - Mission statement
 - Main objective
 - Motto
17. What does Public Opinion Research ascertain?
- what people know about an organisation its policy, service
 - what people expect about an organisation its policy, service
 - what people think about an organisation its policy, service
 - what people resolve about an organisation its policy, service
18. Before initiating Public Relations activities, survey is to be conducted in order to?

- A. Ascertain the attitude of the people
 - B. Brief the people about the organization
 - C. Educate people on importance of the organization
 - D. Allow people to visit the organization
19. Which one of the following is a positive hint for writing press release?
- A. First paragraph should be sharp and crisp.
 - B. Have superfluous expressions.
 - C. Use uncommon words.
 - D. Type on one side in single spacing and leave a good margin.
20. According to public relations advertising should be:
- a. legal, decent, honest and truthful
 - b. inoffensive, honest and clear
 - c. specific, measurable, achievable, relevant and timed
 - d. legal, relevant, appropriate and not misleading

SECTION 11: SHORT ANSWER QUESTION (40 MARKS)

1. Describe image building exercises **(2mks each)**
2. List eight work assignments of public relations officer **(8marks)**
3. Briefly state and describe at least four Public Relation Code of Ethics **(8 marks)**
4. List hints for writing press release **(1mk each)**
5. State Four components of public relations **(1mk each)**

SECTION 111: LONG ANSWER QUESTION (40 MARKS)

1. Explain some possibilities that would call for public relations in nursing(20 marks)
2. Discuss five-point test T.A.R.E.S. that evaluates ethical persuasion and provides boundaries in persuasive practices. (20 marks)