



(University of Choice)
**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR**

SECOND YEAR FIRST SEMESTER EXAMINATIONS

FOR

**DIPLOMA IN PUBLIC RELATIONS
(SPECIAL/SUPPLEMENTARY)**

COURSE CODE: DPA 202

COURSE TITLE: PUBLIC RELATIONS & ORGANISATIONAL COMMUNICATION

DATE: 27/07/2022

TIME: 11.00 AM-1.00 PM

INSTRUCTIONS TO CANDIDATES

Answer **QUESTION 1** and any other **TWO QUESTIONS**.

TIME: 2 Hours

MMUST observes **ZERO** tolerance to examination cheating

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

1. (a) What are the consequences organizations may face if they have ineffective communication strategies? (20 Marks)
(b) How can organizations stimulate Customer loyalty? (10 Marks)
2. Explain the various channels that an organization can use to acquire feedback from its publics (20 Marks)
3. Describe 5 ways an organization can attract media coverage? (20 Marks)
4. (a) State and briefly explain any 2 communication networks that should exist in an organization? (10 Marks)
(b) Why is upward communication network important in an organization? (5 marks)
(c) Suggest any 2 methods organizations can use to manage information overload. (5 marks)
5. Using examples, briefly explain the following terms? (20 Marks)
 - a. Open door policy
 - b. Product placement
 - c. Customer Care
 - d. Grapevine