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

UNIVERSITY MAIN EXAMINATIONS

2022/2023 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER EXAMINATIONS

**FOR DIPLOMA IN PUBLIC RELATIONS AND CREATIVE
ADVERTISING**

COURSE CODE: DPA 107

COURSE TITLE: PRINCIPLES OF PUBLIC RELATIONS

DATE: 13/03//2023

TIME: 2.00 pm-4.00 pm

INSTRUCTIONS TO CANDIDATES

Answer question ONE and any other TWO

TIME: 2 HOURS

COURSE CODE: DPA 107

COURSE TITLE: PRINCIPLES OF PUBLIC RELATIONS

DATE: 13/03//2023

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Question One

- a) Distinguish between a news release and a press release. (4mks)
- b) State **six** qualities of a public relations officer. (6mks)
- c) Students of Masinde Muliro University of Science and Technology have been rioting for the past one week. The situation has caused mayhem in the institution. As the public relations officer of the university: using the John Marston's Race Model guide the university management on how to avert the situation. (20mks)

Question Two

An organization that do not have in-house Public Relations units usually engage the outside Public Relations consultants. Discuss **five** external Public Relations units that such an organization may get services from. (20mks)

Question Three

- a) Define the term Public Relations. (2mks)
- b) State and explain the any **six** basic services a Public Relations department offers to an organization. (18mks)

Question Four

- a) Distinguish between the following Public Relations disciplines:
 - i) Perception and publicity
 - ii) Public Relations and Advertising (6mks)
- b) Discuss the advantages and disadvantages of internal Public Relations departments (14mks)

Question Five

Discuss the systems theory and its applicability in setting up a Public Relations department. (20mks)
