



MASINDE MULIRO UNIVERSITY OF  
SCIENCE AND TECHNOLOGY  
(MMUST)

MAIN CAMPUS

UNIVERSITY EXAMINATIONS  
2023/2024 ACADEMIC YEAR

FIRST SEMESTER MAIN EXAMINATIONS

FOR DIPLOMA IN PUBLIC RELATIONS AND CREATIVE ADVERTISING

COURSE CODE: DPA 100

COURSE TITLE: INTRODUCTION TO PUBLIC RELATIONS

DATE: 20/12/2023

TIME: 2.00 pm-4.00 pm

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**INSTRUCTIONS TO CANDIDATES**

- Answer Question **ONE** and any other **TWO** Questions.
- Do not write anything on the question paper!

TIME: 2 HOURS

1. a) Define the following terms
  - i. Public Relations (2 Marks)
  - ii. Publics (2 Marks)
  - iii. Corporate image (2 Marks)
  - iv. Crisis communication (2 Marks)
  - v. Brand management (2 Marks)
- b) Outline 6 functions of Public Relations in an organization (12 Marks)
- c) Explain 4 qualities of a good PRO (8 Marks)
2. a) Discuss the 2 major types of Publics in an organization. (4 Marks)
- b) State and explain any eight most common Publics that organizations interact with. (16 Marks)
3. Compare and contrast public relations and the following communication fields.
  - a) Publicity (5 Marks)
  - b) Propaganda (5 Marks)
  - c) Advertising (5 Marks)
  - d) Marketing (5 Marks)
4. a) Define the term **logo** (2 Marks)
- b) Explain the 5 elements of a **logo** (10 Marks)
- c) What benefits does an organization accrue as a result of effective Brand Management? (8 Marks)
5. a) Giving examples, define the term **crisis** (4 Marks)
- b) Discuss in detail what happens in each phase of crisis communication strategy (16 Marks)