

50

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

UNIVERSITY EXAMINATIONS 2023/2024 ACADEMIC YEAR

FOR THE DIPLOMA

OF

PUBLIC RELATIONS AND CREATIVE ADVERTISEMENT

COURSE CODE: DPA 202

**COURSE TITLE: PUBLIC RELATIONS & ORGANISATIONAL
ORGANISATION**

DATE: 19/12/2023

TIME: 2.00 pm-4.00 pm

INSTRUCTIONS TO CANDIDATES

- **Answer question 1 and any other two (2) questions**
- **All the University Examination Regulations Apply.**

DURATION: 2 HOURS

QUESTION ONE.(COMPULSORY) 30 MARKS

- a) Discuss the impacts of information overload in an institution of higher learning such as MMUST. (20 marks)
- b). With a sketch diagram of communication process, explain how an idea is sent to a receiver. (10 marks)

QUESTION TWO (20 MARKS)

- a) State and discuss how organizations can deal with information overload. (10 marks)
- b) Discuss major importance of communication in any management to prosper (10 marks)

QUESTION THREE (20 MARKS)

- a) What do you understand by organizational conflict? (3 marks)
- b.) State and discuss causes of organizational conflicts? (10 marks)
- c.) Discuss steps undertaken to overcome organizational conflicts in organizations. (7 marks)

QUESTION FOUR (20 MARKS)

- a). Public Relations is all about communicating effectively with the publics. Discuss the different formats used for communication in public relations. (10 marks)
- b).Discuss the following terms as used in journalism profession.
- Dis-information
 - Mis-information
 - Mal-information

QUESTION FIVE (20 MARKS)

Communication is key for any organization to have good relations with its publics. This is as a result of both internal and external feedback. Explain various channels in which organizations use to acquire feedback from its publics.