



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

MAIN EXAMINATIONS

2023/2024 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER

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

COURSE CODE: DPA 206

**COURSE TITLE: RESEARCH IN PUBLIC RELATIONS AND CREATIVE
ADVERTISING**

DATE: 13/12/2023

TIME: 9.00 am-11.00 am

INSTRUCTIONS TO CANDIDATES

Answer question ONE and any other TWO

TIME: 2 HOURS

Question 1

- a) Explain the different research methods used in public relations, and provide examples of when each method is most suitable.
- b) Design a research plan to assess the public perception of a nonprofit organization. Outline the research methods and data collection techniques you would use.

Question 2

- a) State and explain 5 features of good research objectives (10 Marks)
- b) Differentiate between theoretical framework and conceptual framework (4 Marks)
- c) Differentiate between qualitative and quantitative research (6 Marks)

Question 3

- a) Define the term research (2 marks)
- b) State and explain the two main types of variables in research (6 Marks)
- c) Discuss any 6 sources of knowledge in public relations and creative advertising research (12 Marks)

Question 4

- a) Make short notes on the following terms as used in public relations and creative advertising research (12 Marks)
 - i) Significance and purpose of a study
 - ii) Units of analysis and units of observation
 - iii) Formal research and informal research
- b) Discuss any four data collection tools (8 marks)

Question 5

- a) Define the term consumer behavior as used in public relations (2 Marks)
- b) Discuss Six factors that determine consumer behavior (18 Marks)