



GARISSA UNIVERSITY

UNIVERSITY EXAMINATION **2017/2018** ACADEMIC YEAR **FOUR**
FIRST SEMESTER EXAMINATION

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 438

COURSE TITLE: PUBLIC RELATIONS

EXAMINATION DURATION: 3 HOURS

DATE: 06/12/17

TIME: 09.00-12.00 PM

INSTRUCTION TO CANDIDATES

- The examination has SIX (6) questions
- Question ONE (1) is COMPULSORY
- Choose any other THREE (3) questions from the remaining FIVE (5) questions
- Use sketch diagrams to illustrate your answer whenever necessary
- Do not carry mobile phones or any other written materials in examination room
- Do not write on this paper

This paper consists of THREE (3) printed pages

please turn over



QUESTION ONE (COMPULSORY)

CASE STUDY

Madogo food processing plant employs six hundred workers, the culture of the company is that all workers greet each other every morning whenever they report for their duties, in addition to that company administrators encourage bottom up approach in making important decisions affecting organization wellbeing, but one major setback was that most of employees used to work on shift basis (daytime/nighttime) and the interaction amongst employees was very minimal so to bridge that gap organization designed come together programs e.g. parties, inductions, and seminars but with time due to change in management and expenses involved on those programs the organizations opted to forgo the culture and concentrate more on productivity without looking other way round, these consequences followed the decision by the organization, High employee turnover, Industrial unrest, Sabotage by workers, conflict amongst employees and vandalism of organization of property. Due to these challenges, the management decided to develop turnaround strategy to opt out current crisis. So the management decided to establish a task force to find solution to current mess.

- (a) What went wrong in this organization based in the case study [6 marks]
- (b) Can the management squarely be blamed for the mess justify your argument [6 marks]
- (c) Assume you are a member of established task force what could you suggest [6 marks]
- (d) Why do you think workers turn their frustration towards organization properties [5 marks]
- (e) Explain what does **BOTTOM UP** in administration means [2 marks]

QUESTION TWO

- (a) Discuss in detail important aspects of public relations plan [8 marks]
- (b) Explain various types of public relations events in organizations [7 marks]

QUESTION THREE

- (a) Describe sponsorship and highlight essential considerations in sponsorship programs [9 marks]
- (b) explain various types of sponsorship in public relations [6 marks]



QUESTION FOUR

- (a) Discuss importance of public relations to the organizations **[6 marks]**
- (b) Explain ethical issues to put into considerations when dealing with employees **[9 marks]**

QUESTION FIVE

- (a) Discuss various ways of coping with crisis in organizations **[6 marks]**
- (b) Explain types of organizations structures and its impact on public relations **[9 marks]**

QUESTION SIX

- (a) Organization structure affects how people interact in the organization henceforth affecting public relations justify above statement **[9 marks]**
- (b) Explain main features of public relations **[6 marks]**

