



## GARISSA UNIVERSITY

### UNIVERSITY EXAMINATION **2017/2018** ACADEMIC YEAR **FOUR** **SECOND** 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: 08/05/18**

**TIME: 2.00-5.00 PM**

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#### 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 **TWO (2)** printed pages

*please turn over*



