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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2018/2019 ACADEMIC YEAR ONE**

**SECOND SEMESTER EXAMINATION**

**SCHOOL OF SCHOOL OF BUSINESS AND ECONOMICS**

**FOR THE DIPLOMA IN BUSINESS MANAGEMENT**

**COURSE CODE: DBM 16**

**COURSE TITLE: PUBLIC RELATIONS**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 18/08/2021 TIME: 12.00-2.00 PM**

**INSTRUCTION TO CANDIDATES**

* **The examination has FIVE (5) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other TWO (2) questions from the remaining FOUR (4) 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***

**QUESTION ONE (COMPULSORY)**

1. Define the term public relation (2marks)
2. Explain the Five Steps in Creating an Effective PR Strategy (10marks**)**
3. Public relation is not an advertisement explain? (4marks)
4. Public relation is a strategic communication process that builds mutually beneficial relationships between organization and their publics**.** Discuss the role of this public relation in management(14marks)

**QUESTION TWO**

1. Explain the importance of management employee relationship (10marks)
2. Discus ethical and legal practices of public relation in an organization or company. (10marks)

**QUESTION THREE**

1. Explain the component and tools of public relations (10marks)
2. Discuss the advantage of public relation consultancy (10marks)

**QUESTION FOUR**

1. Discuss the challenges faced in house Public relation department (10marks)
2. Explain the relation between Public relation and media specialization (10 marks)

**QUESTION FIVE**

Discus the advantage and disadvantage of public relations (20marks)