****

GARISSA UNIVERSITY

SCHOOL OF BUSINESS AND ECONOMICS

DIPLOMA IN BUSINESS MANAGEMENT

UNIT CODE: DBM 016

UNIT TITLE: PUBLIC RELATIONS

MAY-AUGUST 2021 SEMESTER EXAMINATION

QUESTION ONE

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)