



## GARISSA UNIVERSITY

UNIVERSITY EXAMINATION **2016/2017** ACADEMIC YEAR **ONE**  
**FIRST** SEMESTER EXAMINATION

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DIPLOMA BUSINESS MANAGEMENT

COURSE CODE: DBM 016

COURSE TITLE: PUBLIC RELATION

EXAMINATION DURATION: 3 HOURS

**DATE: 04/12/17**

**TIME: 02.00-05.00 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*



**QUESTION ONE (COMPULSORY)**

- (a) Identify three characteristics of a crisis. **[3 marks]**
- (b) Name the three steps for prioritizing stakeholders **[3 marks]**
- (c) Name any four challenges to an effective employee relationship **[4 marks]**
- (d) State four important points which must be avoided at the workplace for a warm relationship among the employees **[4 marks]**
- (e) Highlight five Characteristics of the audience in relation to Public Relations and Media specialization **[5 marks]**
- (f) Discuss three ways in which crisis can be managed **[6 marks]**

**QUESTION TWO**

Discuss the stages involved in public relations strategic process **[15 marks]**

**QUESTION THREE**

- (a) Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics. Discuss the role of this public relations in management **[10 marks]**
- (b) Employee relationship management has focused on enabling employees to collaborate on typical managerial tasks with their employers. Identify any five roles of a manager in promoting employee relations **[5 marks]**

**QUESTION FOUR**

Public relations is faced with numerous problems or challenges, the truth is that, these problems have constituted to the major challenges the profession is facing today. Discuss these contemporary issues or problems facing public relations practice **[15 marks]**

**QUESTION FIVE**

- (a) Sponsoring is the act of supporting an event, activity, person, or organization financially or through the provision of products or services. Discuss the factors to consider before sponsoring **[10 marks]**
- (b) State any five different reasons for sponsoring **[5 marks]**

**QUESTION SIX**

Discuss Ethical and Legal issue in relation to public relations **[15 marks]**

