



## GARISSA UNIVERSITY

### UNIVERSITY EXAMINATION **2017/2018** ACADEMIC YEAR **ONE** **SECOND** SEMESTER EXAMINATION

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DIPLOMA IN BUSINESS MANAGEMENT

COURSE CODE: DBM 16

COURSE TITLE: PUBLIC RELATION

EXAMINATION DURATION: 3 HOURS

**DATE: 17/04/18**

**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*



**QUESTION ONE (COMPULSORY)**

- (a) State and explain five attributes of PR practitioner **[10 marks]**
- (b) Public Relation is defined variedly by different scholars and institutions. However, there are key elements common in many of the definitions. Outline five of these elements. **[5 marks]**
- (c) Explain the main activities of a PR department in an organization **[10 marks]**

**QUESTION TWO**

Discuss the models of public relation practices **[15 marks]**

**QUESTION THREE**

- (a) Explain of the importance of organization culture **[10 marks]**
- (b) Outline the elements of corporate identity **[5 marks]**

**QUESTION FOUR**

- (a) Explain the reasons behind studying image or image analysis **[10 marks]**
- (b) Outline the principles of good press relations **[5 marks]**

**QUESTION FIVE**

Explain with examples five types of conflict resolution strategies in an organization **[15 marks]**

**QUESTION SIX**

- (a) Highlight the roles of a PR practitioner **[6 marks]**
- (b) discuss the elements that constitute corporate image **[9 marks]**

