



# The Co-operative University of Kenya

**SUPPLEMENTARY / SPECIAL EXAMINATION AUGUST-2019**

**EXAMINATION FOR THE DIPLOMA IN PUBLIC RELATIONS**

**UNIT CODE: DMPR 1106**

**UNIT TITLE: PUBLIC RELATIONS THEORY & PRACTICE**

**DATE: 29<sup>TH</sup> AUGUST, 2019**

**TIME: 11:30 AM – 1:30 PM**

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## **INSTRUCTIONS:**

Answer question **ONE** (**compulsory**) and any other **TWO** questions

## **QUESTION ONE**

- a) Critically discuss how the following theories and models facilitate communication campaigns in organizations
- i) Uses and gratifications theory (2 marks)  
ii) Elaborated Likelihood theory (2 marks)  
iii) Press Agency /publicity model (2 marks)  
iv) Two-way asymmetric model (2 marks)  
v) Two-way symmetric model (2 marks)
- b) Explain the importance of critical skills in public relations profession (10 marks)
- c) Explain any five scenarios appropriate for a news conference in an organization (10 marks)

## **QUESTION TWO**

- a) Define the concept 'Research' (2 marks)
- b) Explain any four qualitative research methods (8 marks)
- c) Discuss Five uses of research in the public relations department (10 marks)

## **QUESTION THREE**

- a) Define the concept 'Planning Public Relations Programmes' (2 marks)
- b) Explain the elements of a public relations programme plan (16 marks)
- c) Explain the two main types of planning in public relations (2 marks)

## **QUESTION FOUR**

- a) Discuss the various tactics that can be used in implementation of a public relations strategy (10 marks)
- b) Explain any FIVE new ICTs that have revolutionized public relations operations (10 marks)

## **QUESTION FIVE**

- a) Define the concept 'Government relations' in Public Relations practice (2 marks)
- b) Explain the three main areas covered in the study of government relations (6 marks)
- c) Discuss any six tasks of lobbyists (12 marks)