



The Co-operative University of Kenya

END OF SEMESTER EXAMINATION DECEMBER-2019

EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE

UNIT CODE: BADM 4126

UNIT TITLE: PUBLICS RELATIONS (HRM OPTION)

DATE: NOVEMBER, 2019

TIME:

INSTRUCTIONS:

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

QUESTION ONE

- (a) Public Relations are a gradually growing. Describe any five (5) significances of Public Relations in an organization. (10 marks).
- (b) Explain briefly any three (3) activities that may be carried out in a company's Public Relations Department (6 marks).
- (c) Briefly five (5) requirements for the success in Public Relations. (10 marks).
- (d) Describe two (2) responsibilities of a Public Relations Manager. (4 marks).

QUESTION TWO

- (a) Differentiate between a Public Relations Manager and a Public Relations Consultant. (8 marks).
- (b) With the aid of a diagram, explain the possible staffing of a Public Relations Department (12 marks.)

QUESTION THREE

- (a) Explain three (3) advantages and three (3) disadvantages of a Public Relations Consultancy (9 marks).
- (b) Discuss briefly the Public Relations Process. (11marks).

QUESTION FOUR

- (a) Discuss briefly the benefits of Public Relations to an organization. (10 marks).
- (b) State and explain any five (5) types of Public Relations in an organization. (10 marks).

QUESTION FIVE

- (a) Describe five (5) reasons for planning Public Relations Programmes. (10 marks).
- (b) State and explain five (5) functions that are associated with Public Relations. (10 marks).