



The Co-operative University College of Kenya
(A Constituent College of Jomo Kenyatta University of Agriculture & Technology)

END OF SEMESTER EXAMINATION APRIL-2015

EXAMINATION FOR THE DIPLOMA IN PUBLIC RELATIONS

UNIT TITLE: PUBLIC RELATIONS AND SPONSORSHIP

DATE: 27TH APRIL, 2015

TIME: 9.00 A.M. – 11. 00 A.M.

INSTRUCTIONS:

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

QUESTION ONE

- (a) Many scholars and public relations practitioners have advanced various definitions of public relations (PR)
- Highlight any **TWO** of the definitions of PR. (4 marks)
 - Explain why PR is a management function (2 marks)
 - Discuss **FOUR** roles of a PR practitioner (4 marks)
- (b) i. Explain the meaning of sponsorship. (2 marks)
- Enumerate the **FOUR** primary types of sponsorship. (8 marks)

QUESTION TWO

Distinguish between PR and the following

- Sales promotion (5 marks)
- Publicity (5 marks)
- Propaganda (5 marks)
- Advertising (5 marks)
- Marketing (5 marks)

QUESTION THREE

You have been recruited as the corporate affairs manager of XYZ Company. One of your responsibilities is to manage the PR and sponsorship efforts of your organization. Explain the reasons why you may opt to use the service of a consultant rather than in-house public relations (20 marks)

QUESTION FOUR

- Explain the **OFUR** reasons for planning PR and sponsorship programmes. (8 marks)
- Briefly discuss **SIX** points of PR planning model (12 marks)

QUESTION FIVE

- Public relations and sponsorship just like other professions involves a high standard of professional ethics. Discuss the code of conduct as adopted by the international PR association in 1961. (10 marks)
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