

CO-OPERATIVE UNIVERSITY COLLEGE OF KENYA
DIPLOMA IN HUMAN RELATIONS MANAGEMENT
CMHR 1206 PUBLIC RELATIONS- E-LEARNING
YEAR I SEMESTER 1
JANUARY-APRIL 2016 SEMESTER
APRIL 2016 EXAMINATIONS

INSTRUCTIONS

1. Answer Question One and any other Two Questions
2. Time: 2 Hours

QUESTION ONE

- a) Define public relations. What are the component parts of public relations according to Grunig and Hunt? [5 Marks]
- b) Describe one-way communication model [5 Marks]
- c) Identify the typical corporate public relations subfunctions [5 Marks]
- d) Explain why companies need public relations [10 Marks]
- e) List the steps in the Process of Stakeholder Management in PR [5 marks]

QUESTION TWO

- a) Define the different stakeholder links in an organization in terms of public relations [10 Marks]
- b) Explain the four kinds of publics [10 Marks]

QUESTION THREE

- a) Explain the different approaches used in public relations [10 marks]
- b) Clearly explain methods of data collection in public relations [10 marks]

QUESTION FOUR

- a) Differentiate between reactive versus proactive dimension in public relations [10 Marks]
- b) Discuss the communication strategy used with different categories of stakeholders [10 Marks]

QUESTION FIVE

- a) Discuss the functions of public relations [10 Marks]
- b) Discuss the various agency subfunctions of PR [10 Marks]