



**ALUPE UNIVERSITY
COLLEGE**
Bastion of Knowledge...

ALUPE UNIVERSITY COLLEGE

P. O.Box 845-50400 Busia(K)
principal@auc.ac.ke
Tel: +254 741 217 185
+254 736 044 469
off Busia-Malaba road

OFFICE OF THE DEPUTY PRINCIPAL

ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS

UNIVERSITY EXAMINATIONS

2018 /2019 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER REGULAR EXAMINATION

**FOR THE DIPLOMA IN BUSINESS
MANAGEMENT**

COURSE CODE:DBM 016

COURSE TITLE:PUBLIC RELATIONS

DATE: 15/04/2019

TIME: 3 HOURS

INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 3 PRINTED PAGES

PLEASE TURN OVER

INSTRUCTIONS TO CANDIDATES

- i. Answer three questions. Question one is compulsory*
- ii. Do not write on the question paper*

QUESTION ONE

- a) Public Relations department has many functions in an Organization. One of the functions include Corporate Social Responsibility. Explain any other **five** functions of PR **(10 Marks)**
- b) Outline ten qualities that one must possess so as to be an effective PR practitioner **(10 Marks)**
- c) Explain five factors considered when organizing PR activities and event **(10Marks)**

QUESTION TWO

- a) Alupe university interacts with many publics in its day to day activities. Identify any five and explain how the University relate with the publics you identified. **(10 Marks)**
- b) Due to increased challenges in your institution, the manager has opted to consult a PR practitioner. Advise him on the factors to consider when selecting a PR consultant **(10 Marks)**

QUESTION THREE

Discuss the following images as used in Public Relations: **(20 Marks)**

- i. Mirror image
- ii. Current image
- iii. Wish image
- iv. Corporate image
- v. Multiple image

QUESTION FOUR

Distinguish between Public Relations and the following disciplines **(20 Marks)**

- a) PR and marketing
- b) PR and journalism
- c) PR and propaganda

d) PR and advertising

QUESTION FIVE

a) Giving examples, state five types of those crises that may hit an organization (10 Marks)

b) Explain how an organization can manage the Crises mentioned in (a) above (10 Marks)

