



*Inspiring Innovation and Leadership*

**KARATINA UNIVERSITY**  
**UNIVERSITY EXAMINATIONS**  
**THIRD YEAR, SECOND SEMESTER EXAMINATION**  
**2024/2025 ACADEMIC YEAR**

**FOR THE DEGREE OF:**  
**BACHELOR OF HUMAN RESOURCE MANAGEMENT**

**COURSE CODE: BHR 321**

**COURSE TITLE: PUBLIC RELATIONS**

**DATE: 29/04/2025**

**TIME: 9.00AM – 11.00 AM**

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**INSTRUCTION TO CANDIDATES**

*See Inside*

*Answer Question ONE and any other THREE Questions*

## **BHR 321: PUBLIC RELATIONS**

1. Read the Case Study below and answer the questions that follow.

### **DAVCO COMPANY LIMITED**

Davco Company Limited is a manufacturing company based in Eldoret City. The company does Business to Business with many other companies who are members of Association of Manufacturers in Kenya. As part of their Social Cooperative Responsibility (CSR) company supports drought or flood victims as a result of climate change.

Davco Company has a Public Relations (PR) Manager who plans for PR activities and counsel the management of the company on a number of issues including Image management, Corporate Identity and Stakeholders Management. The public relations manager plays a role in strategic decision making of the company since he has close proximity and access to the top management. Before counselling the management team, the PR manager conducts research specially to probe public opinion, perceptions, and attitudes of the various publics of the organization.

Required:

- a) Explain five reasons why the PR manager should plan for PR activities. (5marks)
  - b) Describe five types of images in Davco Company. (5 marks)
  - c) The PR manager advised the top management of the need to have a new corporate identity. Examine five reasons why an organization may need to change their corporate identity. (5 marks)
  - d) Public Relations conducts both formal and informal research. Explain five informal research methods, the PR department of the above can undertake. (5 marks)
  - e) Explain five activities involved in business-to- business Public Relations campaign between Davco company and other businesses. ( 5 marks)
2.
    - a) Traditional management theory divides an organization into line and staff functions. Distinguish between line and staff Authorities in organization. (4 marks)
    - b) Although, PR is a staff function, they enjoy a certain level of influence and authority. Discuss four levels of influence and authority of PR departments. (8 marks)
    - c) Describe three skills a PR practitioner should possess. (3 marks)
  3.
    - a) Discuss how you can use Cutlip, Centre and Broom's (2000) Four-Step Process Model to plan and execute a PR program. (8 marks)

- f) Discuss seven functions that PR renders to marketing in consumer product and service companies (7 marks)
4. a) Analyze the management functions of Public Relations. (10 marks)  
b) Explain five reasons why an organization might appoint a PR consultancy. (5 marks)
5. a) Assuming you are the Human Resource Manager of a non-profit organization based in Sudan. You have recruited a Public Relations Officer. Discuss the steps the Public Relations Officer should take to ensure that PR is used effectively in the non-profit organization. (10 marks)  
  
b) During a fundraising drive, you were optimistic that donors will contribute towards the non-profit organization. Elaborate on five reasons why you think donors are motivated to fund raise for the non-profit organization. ( 5 marks)
6. a) There are rumours about massive lay-offs in Tumaini Industries as a result of hard economic times. Write a Press Release refuting the claims. (10 marks)  
  
b) Explain five reasons why the above Company should do corporate advertising. (5 marks)