



KARATINA UNIVERSITY
UNIVERSITY EXAMINATIONS
FOURTH YEAR, SECOND SEMESTER EXAMINATION
2023/2024 ACADEMIC YEAR

FOR THE DEGREE OF:

**BACHELOR OF ARTS IN POLITICAL SCIENCE AND PUBLIC ADMINISTRATION;
AND**

**BACHELOR OF ARTS IN CRIMINOLOGY, CRIMINAL JUSTICE, AND PUBLIC
SAFETY**

COURSE CODE: BAS 403

COURSE TITLE: PUBLIC RELATIONS

DATE: 18TH APRIL, 2024

TIME: 12.00-2.00PM

INSTRUCTION TO CANDIDATES

- SEE INSIDE

BAS 403 PUBLIC RELATIONS

INSTRUCTIONS: Answer Question ONE (Compulsory) and any other three.

1. a) Using relevant examples, Discuss six functions of Public Relations (6 marks)

c) Discuss five axioms of Public relations. (5 marks)

d) With illustrations, describe two types of publics in Public relations. (4 marks)

e) Indicate why investor relations is an important factor in dealing with internal publics. (3 marks)

f) Highlight three levels of organizational culture. (3 marks)

g) Using appropriate examples, describe four types of corporate culture (4 marks)
2. You have been picked by your manager to work with your colleagues in the internal relations department to plan and implement communication programs to promote organizational culture especially among newly recruited employees.

a) Describe five things you will highlight that the new employees need to do in handling the internal publics. (5 marks)

b) Describe to them the importance of community relations for Public Relations in an organization. (5 marks)

c) Explain the place of the media relations for PR practitioners in the organizations. (5 marks)
3. You have recently been tasked to assist a new employee to keep the shareholders of the organization you work for well informed on how the organization is fairing. As part of the task, both of you have been tracking the market trends and monitoring the financial blogs:

a) Discuss five responsibilities this employee needs to be sensitized on as part of external Public Relations. (10 marks)

b) Describe to her five possibilities that would call for Public Relations efforts. (5 marks)

4. Imarika Enterprises is an upcoming company in Karatina town that boasts on its website that it is unlike any other investment firm. Many would agree because it is most unique in how it honors the needs of both its internal and external customers. In view of this:

a) With relevant examples, discuss five commandments of great customer service. (5 marks)

b) Discuss four customer needs the company could be meeting to get this good rating (4 marks)

c) Describe the characteristics of the social customer in light of social media environment

(6 marks)

5. You have been tasked with the mentoring of students on attachment in your organization on the need to maintain close working relations with the media personalities. Explain to them:

a) The ten principles of TV as a media platform for coverage of PR activities. (10 marks)

b) How organizations cope with bad publicity. (5 marks)

6. Law enforcement agencies such as the police need to rely on a wide range of tools and resources to have their job well done. However, the primary tool of law enforcement is in good communication. In view of this:

a) Discuss five skills of communication police officers can use in engaging with the public.

(5 marks)

b) Explain the purpose of court communication for PR practitioners. (10 marks)