



Inspiring Innovation and Leadership

KARATINA UNIVERSITY
UNIVERSITY EXAMINATIONS

THIRD YEAR, SECOND SEMESTER EXAMINATION

2023/2024 ACADEMIC YEAR

FOR THE DEGREE OF: BACHELOR OF HUMAN RESOURCE MANAGEMENT

COURSE CODE: BHR 321

COURSE TITLE: PUBLIC RELATIONS

DATE: 16TH APRIL, 2024

TIME: 3.00-5.00PM

INSTRUCTION TO CANDIDATES

Answer Question ONE and any other THREE Questions

BHR 321: PUBLIC RELATIONS

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

MANUFACTURING COMPANY IN NAKURU

A group of businessmen and professionals are in the process of establishing a manufacturing company in Nakuru. While there is consensus among the board members that Human Resource, Finance, legal and Procurements departments should be established, there are debates of whether it is necessary to establish a Public Relations (PR) department. Some board members argue that the Human Resource personnel can handle the communications in the organization while others argue that they should rely on consultants. Another group of board members argue that it is very important to establish a Public Relations department.

Required:

- a) Justify why it is important for the manufacturing company to establish a Public Relations department. (5 marks)
 - b) Explain five challenges the above company is likely to face when it relies solely on Public Relations consultancy. (5 marks)
 - c) Explain how the manufacturing company should ensure client – consultancy relations should the members opt to get PR services from a PR Consultancy Firm. (5 marks)
 - d) Assuming the company recruited a Public Relations Officer :
 - (i) Elaborate on five reasons why you think the Public Relations officer should plan for Public Relations activities (5marks)
 - (ii) Describe five components of Public Relations you would expect the Public Relations officer to put into consideration when establishing the Public Relation Department. (5 marks)
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2. A newly formed commission in Kenya is faced by negative image and it is at risk of being disbanded. You have been called upon to assist them in changing the negative image.
 - a) Elaborate on FIVE factors that could have contributed to the negative image (5marks)
 - b) Discuss how you can improve the image of the organization through the corporate identity schemes. (10 marks)

3. Assuming you are the Public Relations Officer in an Organization. As a result of changes in the Organization you anticipate that there will be resistance by the employees to accept change.

a) Discuss the Public Relations process or steps that you will undertake to address the above issue. (10 marks)

b) Describe five Public Relations media that you would use to communicate change in your organization in order to curb resistance. (5 marks)

4. 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 public relations 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)

5) Peter is a Public Relations Manager in a Food Processing Company. He has requested the Managing Director to set aside money for research.

a) Explain FIVE reasons why it is important for the Management to pay attention to employee communications (5 marks).

b) Analyse FOUR Formal research methods and FOUR informal methods that Peter would use to determine why there are low sales of the Company's food products (8 marks)

c) Explain the difference between Qualitative and Quantitative Research (2 marks)

6) Assuming you are the Public Relations Officer in the Ministry of Health. You are planning a PR campaign to eradicate Polio in Kenya

a) Using Frank Jefkins 6-point model discuss how you would plan the Polio eradication campaign (12 marks)

b) Explain three ways of how you will measure the impact of PR campaign on Polio Eradication. (3 marks)