



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

**FOR THE DEGREE OF:**

**BACHELOR OF ARTS IN POLITICAL SCIENCE AND PUBLIC  
ADMINISTRATION; BACHELOR OF ARTS IN CRIMINOLOGY,  
CRIMINAL JUSTICE, AND PUBLIC SAFETY; BACHELOR OF ARTS IN  
SOCIOLOGY; AND BACHELOR OF ARTS IN COMMUNITY  
DEVELOPMENT.**

**COURSE CODE: BAS 403 (E105/E106/ E107/E108)**

**COURSE TITLE: PUBLIC RELATIONS**

**DATE: 24/04/2025**

**TIME: 12.00PM - 2.00PM**

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**INSTRUCTION TO CANDIDATES**

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

**1.** Your classmate, Peter, missed the Public Relations class sessions as he was on sick leave. You are requested to help him understand some of the key areas of this course by answering the following questions:

- a) Discuss six functions of Public Relations (6 marks)
- b) Discuss five axioms of Public Relations. (5 marks)
- c) Demonstrate with illustrations, how you can apply the RACE model in influencing public opinion. (10 marks)
- d) Distinguish between Public Relations and:
  - a) Advertising (2 marks)
  - b) Journalism (2 marks)

**2.** You have been picked to work with your colleagues in the Internal Relations department to plan and implement communication programmes in regard to proper handling of both the internal and external publics.

- 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) Outline five work assignments they need to focus on as future Public Relations specialists.

(5 marks)

**3.** You have recently been tasked to help 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.** You have been tasked to keep close contact with the local media outlets as the PR specialist in the organization you work for in relation to several upcoming events. With this in mind:

a) Explain with illustrations which considerations may make you prepare Public Service announcements to be shared with the media on behalf of your organization (5 marks)

b) In case you end up preparing adverts, discuss the qualities of advertisement copy you would emphasize on (10 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 local community and the media. Highlight to them:

a) Ten activities in line with the principles of corporate community involvement. (10 marks)

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

**6.** Law enforcement agencies like 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 types of informational appeals to consider when preparing advertisements that target the external stakeholders (5 marks)

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