



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

FOR THE DEGREE OF:
BACHELOR OF EDUCATION

COURSE CODE: BBM 438

COURSE TITLE: PUBLIC RELATIONS

DATE: 21ST DECEMBER, 2023

TIME: 8.00AM-10.00AM

INSTRUCTION TO CANDIDATES

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BBM 438: PUBLIC RELATIONS

Instruction to Candidates: Answer Question ONE and any Other THREE Questions

TEMO GIRLS HIGH SCHOOL

1. Over the years the academic performance of Temo Girls High School has been dwindling. Mrs Omondi has been the principal of the school for the last six years. Her leadership style is autocratic. Although she is very hardworking, she treats both the students and the teachers ruthlessly. Many teachers have left the school by seeking transfers and the number of students enrolled in the school keep going down every year.

The suppliers of Temo Girls High School complain that they have not been paid for the last couple of years. The neighbouring community complains that they are always not allowed to hire the school bus where never they want to use the bus during festive seasons. They also complain that none of the community members have been hired to work in the school since job opportunities are always given to people who do not belong to the community. The school building looks dilapidated since it has not been repainted for a long time and some of the windows in the school are broken and need to be replaced.

- a) Identify five types of images that can be found in Temo Girls High School (5 marks)
- b) Explain how the image of Temo Girls High School can be improved. (5 marks).
- c) Analyze five factors affecting job satisfaction of the teachers in the above school. (5 marks)
- d) Describe five types of crisis the above school is likely to encounter during its daily operations. (5 marks)
- e) Explain the importance of community relations in the above school. (5 marks)

2. a) While some organizations prefer to have a Public Relations (PR) department, other organizations prefer to hire consultants. Discuss how organizations should maintain good client- consultancy relations. (10 marks)

b) Many people confuse PR and advertising. Distinguish PR from advertising (5 marks)

3. a) With relevant examples, discuss five reasons why schools should invest in Corporate Social Responsibility. (10 marks)

b) Explain five management functions of PR. (5 marks)

4. a) Press Release is an important PR tool. Write a press release explaining new educational programs introduced in your school. (10 marks)

b) Environmental responsibility is one of the most common forms of corporate social responsibility. Explain five ways schools can embrace environmental responsibility. (5 marks)

5. a) Crisis and crisis management are normal and inevitable occurrences in organizations. With relevant examples, discuss how Oil companies in Kenya should manage their crises. (9 marks)

b) Explain six reasons organizations should constantly communicate with their employees. (6 marks)

6. a) Ideally, Public Relations is part of the managerial sub-systems. However, other staff functions are also involved in the communication process with internal and external publics and almost invariably, friction occurs. Discuss areas of possible friction between PR and other four departments. (8 marks)

b) i) Explain five reasons why organizations change their corporate identity. (5 marks)

ii) illustrate two corporate identity schemes. (2 marks)