



# MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

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## University Examinations 2023/2024

SECOND YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR  
OF BUSINESS ADMINISTRATION

### BFB 3205: PUBLIC RELATIONS

DATE: APRIL 2024

TIME: 2 HOURS

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INSTRUCTIONS: Answer question *one* and any other *two* questions

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#### QUESTION ONE (30 MARKS)

- a) Explain the role of media in public relations (10 marks)
- b) Discuss five functions of public relations (10 marks)
- c) Discuss five tools used to reach out the public. Outline the advantage and disadvantages of each (10 marks)

#### QUESTION TWO (20 MARKS)

- a) Explain the key ethical principles that should guide public relations practitioners in their work (10 marks)
- b) Explain what is crisis management and explain giving examples how it is managed (10 marks)

#### QUESTION THREE (20 MARKS)

- a) (i) Describe the concept of two way communication in public relations  
(ii) explain why it is important for building relationships with various publics (10 marks)

- b) Explain the purpose of press release in the field of public relations and describe its components (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) How can businesses leverage on media to enhance their publicity efforts (10 marks)
- b) Give reasons why research and analyses is important in developing successful public relations programme (10 marks)

**QUESTION FIVE (20 MARKS)**

- a) (i) Define the term budget in relation to PR  
(ii) Discuss features of a typical public relations budget (10 marks)
- b) Discuss key components of a successful public relations campaign/programme? Provide examples to illustrate each components (10 marks)