

1. (a) The Public Relations Manager of Kamusi Limited intends to evaluate the results of a public relations programme that was recently carried out by the company. Explain **six** sources of feedback that he/she may use in order to accomplish this task. (12 marks)
- (b) In accordance with the public relations code of professional conduct, there are certain principles that a public relations practitioner should observe while dealing with the media. Outline these principles. (8 marks)
2. (a) Outline **five** features of press agency model of public relations. (10 marks)
- (b) The customer relations manager at Giro PLC intends to promote customer service culture in the organization through its staff. Explain **five** ways which the manager may achieve this objective. (10 marks)
3. (a) Kimaita Limited uses exhibitions while introducing new products in its highly competitive market. Explain **five** benefits that this organization may derive from using this medium of public relations. (10 marks)
- (b) Explain **five** factors that may influence the way in which a company prioritizes its publics. (10 marks)
4. (a) Explain **five** roles played by public relations in the marketing function of an organization. (10 marks)
- (b) Explain **five** benefits that an organization may derive from using internet as a media of public relations activities. (10 marks)
5. (a) Kamenchu, a newly employed public relations officer, is in the process of conducting marketing research. Describe **five** steps that he should follow when carrying out this exercise. (10 marks)
- (b) Katuka Limited organizes team-building activities for its employees on regular basis. Explain **five** benefits that the organization may derive from this practice. (10 marks)
6. (a) Paradizo Limited which has been using consultants to undertake its public relations activities intends to establish an in-house public relations department. Explain **five** disadvantages of making such a move. (10 marks)
- (b) Outline **five** measures that a manager may put in place to enhance good human relations in an organization. (10 marks)
7. (a) Explain **five** objectives that an organization may aim to achieve by using internal media of public relations. (10 marks)
- (b) Explain the roles played by public relations in a crisis situation in an organization. (10 marks)