

1. (a) Explain **six** sources of feedback from which a public relations manager may evaluate the results of a public relations programme in an organization. (12 marks)
- (b) Explain **four** reasons that make it necessary for an organization to clearly identify its publics. (8 marks)
2. (a) Wafula has been appointed as a public relations officer in-charge of crisis management at Fulaki Limited. Explain the duties that Wafula will be expected to perform in his new position. (10 marks)
- (b) Kilimo Company Limited, a medium-sized marketing firm strives to attain effective customer relations in all its operations. Explain **five** benefits that the company may derive from this practice. (10 marks)
3. (a) Many organizations use the six-point public relations planning model. Highlight **six** benefits that such organizations may obtain from this practice. (12 marks)
- (b) Highlight the importance of a strong corporate image to an organization. (8 marks)
4. (a) Explain **five** factors that have made television a popular media of public relations for many organizations. (10 marks)
- (b) Explain **five** ways in which public relations practitioners should conduct themselves in relation to their employers. (10 marks)
5. (a) Highlight **five** circumstances under which it would be appropriate to use magazines as a media of public relations activities in an organization. (10 marks)
- (b) Explain **five** roles public relations function is expected to perform in an organization. (10 marks)
6. (a) The media is usually given special treatment as opposed to other publics. Highlight the reasons that may justify this practice. (10 marks)
- (b) Describe the developments that emerged after the second world war in relation to the evolution of public relations. (10 marks)
7. (a) There has been a significant increase in the use of public relations in the service industry. Explain the reasons that may account for this trend. (10 marks)
- (b) As the public relations manager for Magharibi Company Limited, you are in the process of inducting newly recruited public relations officers. Explain to them the ways in which they could deal with complaints received from customers. (10 marks)