

1. (a) Explain the problems that a public relations practitioner in a multinational firm may encounter in his effort to promote good public relations. (10 marks)
- (b) Explain the advantages that may accrue to an organization that uses the six-point public relations planning model. (10 marks)
2. (a) Explain the reasons that make magazines a popular media of public relations activities in tour firms. (10 marks)
- (b) Outline the ways in which a tour firm may enhance good relations with its customers. (10 marks)
3. (a) Public Relations as a discipline gained greater recognition during the second world war. Explain the reasons that may account for the increased recognition. (10 marks)
- (b) Twiga Travel Agencies has expanded its business operations into the international market. Explain the ways in which the organization may promote good international public relations. (10 marks)
4. (a) Explain the advantages of using trade fairs as media of public relations activities in an organization. (10 marks)
- (b) Describe the steps that should be followed while evaluating the effectiveness of a public relations programme. (10 marks)
5. (a) Highlight the circumstances under which a tour firm may find it necessary to communicate with its financial publics. (10 marks)
- (b) Outline the ways in which excessive publicity may be unfavourable to a company. (10 marks)
6. (a) Explain the consequences that a tour firm may face from failure to treat the media in an appropriate manner. (10 marks)
- (b) Explain the factors that an organization should consider when selecting a consultant for its international public relations activities. (10 marks)
7. (a) The Public Relations Manager at Kobe Tour Firm has adopted the competitor's budget to be used for the firm's public relations activities. Explain the limitations of using this approach. (10 marks)
- (b) Outline the reasons that may account for the preference of posters as a media of public relations activities in an organization. (10 marks)

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