

2912/205
PUBLIC RELATIONS
November 2018
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

DIPLOMA IN TOURISM MANAGEMENT

MODULE II

PUBLIC RELATIONS

3 hours

INSTRUCTIONS TO CANDIDATES

*This paper consists of **SEVEN** questions.*

*Answer any **FIVE** questions in the answer booklet provided.*

All questions carry equal marks.

Maximum marks for each part of a question are as indicated.

Candidates should answer the questions in English.

This paper consists of 2 printed pages.

Candidates should check the question paper to ascertain that both pages are printed as indicated and that no questions are missing.

1. (a) Highlight **five** roles played by public relations in ensuring effective marketing of an organization's products. (10 marks)
- (b) Explain **five** factors that an organization may consider when selecting a medium for its public relations activities. (10 marks)
2. (a) Highlight **five** measures that public relations officers should take to ensure that their articles are published in the print media. (10 marks)
- (b) Explain **five** consequences that an organization may face for failing to clearly define its publics. (10 marks)
3. (a) Public relations practice in the tourism sector has faced various challenges in the recent past. Highlight **five** such challenges. (10 marks)
- (b) Explain **five** reasons that may account for the popularity of radio as a media for public relations. (10 marks)
4. (a) One of the steps in the process of planning a public relations programme is setting of objectives. Outline **five** qualities that such objectives should possess. (10 marks)
- (b) Outline **five** indicators of a successful public relations campaign in an organization. (10 marks)
5. (a) Outline **five** ways in which a public relations officer may enhance good internal public relations in an organization. (10 marks)
- (b) Explain **five** factors that may hinder effective international public relations. (10 marks)
6. (a) Explain **five** methods that may be used by an organization to evaluate the results of a public relations programme. (10 marks)
- (b) Highlight **five** benefits that an organization may derive from engaging in sponsorship programmes. (10 marks)
7. (a) There are certain qualities that public relations practitioners should possess in order to be successful in their duties. Outline **five** such qualities. (10 marks)
- (b) Highlight **five** responsibilities of a public relations manager in an organization. (10 marks)

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