

PUBLIC RELATIOS EXAM 2

QUESTION ONE

- a) Explain four Key Principles to Effective Internal Organizational Communications. (8 marks)
- b) Highlight five Practical Ways to build Ethics Into PR Programs. (5 marks)
- c) State four reasons for Defining Publics in an organization. (4 marks)
- d) Explain five qualities of public relations officer in an organization. (10 marks)
- e) Explain three tips to improve your results when researching public opinion. (3 marks)

QUESTION TWO

- a) Describe Four theories of attitude change. (8 marks)
- b) Discuss six objectives of public relations. (12 marks)

QUESTION THREE

- a) Evaluate the three-stage evolution of Public relations. (12 marks)
- b) Discuss four importance of Research in Public Relations. (8 marks)

QUESTION FOUR

- a) Describe the four theories of Ethics in Public Relations. (12 marks)
- b) Discuss four advantages of public relations. (8 marks)

QUESTION FIVE

- a) Discuss five objectives of community relations. (10 marks)
- b) Explain five codes of conduct which members of Public Relations Society of Kenya should adhere to. (10 marks)