

PUBLIC RELATIONS EXAM 1

QUESTION ONE

- a) Highlight five disadvantages of Public Relations. (5 marks)
- b) Highlight four consequences results for not defining publics. (4 marks)
- c) Explain five advantages of Grapevine Communication. (5 marks)
- d) Discuss six Public Relations publics for Technical University of Mombasa. (6 marks)
- e) Explain any five guidelines that public relations practitioners can follow to avoid moral & ethical conflicts. (10 marks)

QUESTION TWO

- a) Discuss five criteria for evaluating the effectiveness of public relations program. (10 marks)
- b) Explain five essential points organizations should know about the Press. (10 marks)

QUESTION THREE

- a) Describe five ways to build media relationships. (10 marks)
- b) Discuss five problems faced by public relations in developing nations. (10 marks)

QUESTION FOUR

- a) Describe five Types of Consumer Sales Promotions. (10 marks)
- b) Describe five Key elements of a crisis communication plan. (10 marks)

QUESTION FIVE

- a) Describe the Public Relations process. (12 marks)
- b) Discuss five Tips to Make Sure Your Release Keeps Your Audience Reading.

(10 marks)

