



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN MASS COMMUNICATION

HPR 2204: PUBLIC RELATIONS ETHICS

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2019

TIME: 2HOURS

DATE: Pick Date **AUGUST 2019**

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

QUESTION ONE

- i. State 5 aspects that a company's code of ethics covers. **(5 Marks)**
 - ii. State 5 reasons why a company should develop a code of ethics **(5 Marks)**
 - iii. List 5 advantages of ethical behaviour **(5 Marks)**
 - iv. Identify 5 examples of ethical dilemmas that a PR practitioner could face at the work places **(5 Marks)**
 - v. The Public Relations Society of Kenya has a code of Ethics that guides PR practitioners' professional conduct. State 5 of them. **(5 Marks)**
 - vi. State 5 personal values and principles that could see one through a career in Public Relations. **(5 Marks)**
- (Total 30 Marks)**

SECTION II

QUESTION TWO

Amongst other responsibilities, the PR professional's job is to promote positive coverage of their clients and manage any negative views – Discuss how a PR practitioner is expected to do this while observing high ethical standards **(20 Marks)**

QUESTION THREE

Discuss the essence of professional ethical codes with particular reference to Public Relations practice. **(20 Marks)**

QUESTION FOUR

Discuss the importance of ethical Public Relations in Non Profit Organisations. **(20 Marks)**

QUESTION FIVE

Discuss the ethical dilemmas posed by new media in the practice of Public Relations **(20 Marks)**