



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

MAY – JULY 2016 TRIMESTER

FACULTY OF SCIENCE

DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE

ONLINE PROGRAMME

DLIS 119: PUBLIC RELATIONS AND MARKETING SKILLS

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Date: JULY 2016

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and any other TWO Questions

- Q1. a) State at least FIVE definitions of public relations. **(5 marks)**
- b) Highlight this meaning of the following
- i What is market? **(2 marks)**
 - ii What is marketing management **(2 marks)**
 - iii How does marketing skills contribute for the profit making in a company. **(2 marks)**
 - iv What does marketing involves. **(2 marks)**
- c) State the relationship between public relations and marketing. **(3 marks)**
- d) State the relationship between public relations and advertising. **(3 marks)**
- e) Explain FIVE important qualities of a good public relations practitioner. **(5 marks)**
- f) Give reasons why publicity is more effective than advertising. **(6 marks)**
- Q2. a) Differentiate between public relations and propaganda by highlighting advantage and disadvantage to a newly growing company. **(10 marks)**
- b) Analyse and explain what make a good public practitioner. **(10 marks)**
- Q3. a) State and explain systematic marketing research process. **(10 marks)**

- b) From your opinion, do you think public relation is a gift or skills to be acquired. **(10 marks)**
- Q4. a) What does marketing research process involves. **(10 marks)**
- b) There are TWO ways of gathering information state and explain. **(10 marks)**

END