



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

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JANUARY – APRIL 2018 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

REGULAR / ODEL PROGRAMME

CMM 423: PUBLIC RELATIONS

Date: APRIL 2018

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Clearly discuss the challenges that organizations face as they develop effective relations with its **internal** publics. **(20 marks)**
- b) There have been countless crises in the past in organizations. Clearly discuss the five steps that should be executed in order to properly manage a crisis. **(10 marks)**
- c)
- Q2. The Chancellor of CUEA would like to know the “publics” of University and has requested you to assist. What would you present to him to help define the publics? **(20 marks)**
- Q3. An organisation well known to you has been faced with challenges and is on the verge of downfall. As the Public Relations consultant, you have been mandated to conduct research which will assist organization on its way to recovery. Do a paper clearly showing the internal/external analysis. **(20 marks)**
- Q4. Discuss some ethical issues that any organization would be confronted with during the execution of its PR programmes, clearly showing how practicing ethics would help in the success of that particular company. **(20 marks)**

END