



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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**MAIN EXAMINATION**

**AUGUST – DECEMBER 2017 TRIMESTER**

**FACULTY OF ARTS AND SOCIAL SCIENCES**

**DEPARTMENT OF KISWAHILI AND COMMUNICATION**

**REGULAR PROGRAMME**

**KIM 311: LANGUAGE AND PUBLIC RELATIONS**

**Date: DECEMBER 2018**

**Duration: 2 Hours**

**INSTRUCTIONS: Answer Question ONE and any other TWO Questions**

- Q1. a) Define the following concepts in public relations  
i) Media  
ii) Public relations  
iii) Press release  
iv) identity  
v) image **(10Marks)**
- b) Explain five objectives of public relation in an organization **(10Marks)**
- c) Highlight four key personnel in the public relations department **(10Marks)**
- Q2. a) Explain at least four uses of a language in a society **(10Marks)**
- b) Language diversity is a huge resource in public relations. Discuss **(10 Marks)**
- Q3. a) Describe the five functions of public relations efforts in a government **(10Marks)**
- b) Public relations activities are regarded as management functions within an organization. Discuss **(10Marks)**
- Q4. a) Explain five tenets of corporate social responsibility **(10Marks)**

b) Describe five major corporate social responsibilities that may be undertaken by an organization. **(10Marks)**

Q5. Imagine you have been hired by one of the major organization in public relations business. Discuss how you would use you skills in the study of this unit to make your work outstanding **(20Marks)**

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