



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

P.O. Box 62157
00200 Nairobi - KENYA
Telephone: 891601-6
Fax: 254-20-891084
E-mail: academics@cuea.edu

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)**

END