



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

JANUARY – APRIL 2019 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

REGULAR PROGRAMME

CMM 423: PUBLIC RELATIONS

Date: APRIL 2019

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Using an organization well known to you, clearly discuss the challenges that it faces in its endeavor to develop effective relations with its different publics. Give practical examples. **(20 marks)**
- b) Mr. Kamaofula who is a Public Relations Consultant in a large consultant firm has declared that he finds it difficult to work with some of his colleagues because of their unprofessional behavior. Clearly discuss the aspects of unprofessional behavior which Mr. Kamaofula has observed with his colleagues.. **(10 marks)**
- Q2. a) In the recent past, Public Relations has gained a lot of attention in both the Public and Private organizations. Explain the probable reasons for this development? **(10 marks)**
- b) Many organizations usually find it difficult to operate within their public relations budgets. Discuss the reasons that may account for this situation **(10 marks)**
- Q3. As the Public Relations consultant, you have been mandated to give a talk to Vice-Chancellors of Private Universities on the important of research in public relations. Using the Frank Jefkins transfer process model, clearly discuss **what you would say** and the **number of methods in which you could collect data.**

marks)

- Q4. a) You have been invited to do a presentation to Public Relations Consultants on the subject “**Sponsorship as a form of Public Relations**” Do a paper clearly explaining the various sponsorship activities and the benefits/aim of sponsorship to the organization. **(10 marks)**
- b) Crisis management is considered to be a special area of public relations. Explain how an organization can ensure that it is well prepared to handle crisis when they arise. **(10 marks)**

END