



DCM 105 - PRINCIPLES OF PUBLIC RELATIONS

APRIL 2022 EXAM

DIPLOMA PROGRAMME

Section A – Compulsory

Question One (10 marks)

Public Relations is the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics. As a communications officer, discuss the activities you will undertake during:

- i. the planning stage of any communication activity **(5 marks)**
- ii. the evaluation stage of the communication activity **(5 marks)**

Section B – Choose any three questions (30 Marks)

Question Two

You have been hired as a communications officer at a local hospital. With the exception of Media Relations and Media Monitoring, discuss any other **five** activities that will be part of your job **(10 marks)**

Question three

Corporate social responsibility (CSR) can be conducted in various ways, often to respond to global concerns such as Climate Change. As the Communications officer at your organization, discuss any **five** ways that you would implement Environmental CSR **(10 marks)**

Question four

- a) As the Communications Officer at PAC University discuss how you would carry out the Media Monitoring and Media Relations functions **(8 marks)**
- b) As a Public Relations Officer, you have been offered a job as a presenter on part time basis at *Sauti TV*. Given that you are a member of Public Relations Society of Kenya, would you accept this job offer? **(2 marks)**

Question five

- a) The Electoral Commission of Kenya is in the process of preparing for the upcoming general elections, and they require as many voters as possible. This therefore calls for various activities. As the Communications Officer at this organization, discuss the **two** categories of publics you would focus on **(4 marks)**
- b) With reference to question (a) discuss any three communications materials you would prepare for this exercise **(6 marks)**