



KENYATTA UNIVERSITY

EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE

BBA 314: PUBLIC RELATIONS

2nd SEMESTER 2025/2026

TIME: 2 HOURS

INSTRUCTIONS:

Answer Question ONE and any other TWO Questions

Question One

- a) Discuss what you understand by Public Relations and highlight the factors that influence the establishment of a Public Relations Department in an organization. [10 marks]
- b) The different groups that influence a business organization in Public Relations are referred to as the publics. Discuss the publics of Public Relations as categorized by Guth and Marsh (2009). [10 marks]
- c) Explain the five pillars of ethics in Public Relations. [10 marks]

Question Two

- a) Discuss why organizations would hire a Public Relations Consultant and the services offered by consultant. [10 marks]
- b) Briefly discuss the Importance of Research in development of a Public Relations Strategy. [10 marks]

Question Three

- a) Discuss the components of a Public Relations strategy. [10 marks]
- b) Discuss the four elements of a Public Relations budget. [10 marks]

Question Four

- a) Discuss the four models of Public Relations according to Hunt T. and GruningJ (1984). [10 marks]
- b) Discuss the five key media objectives that a media planner has to consider when preparing for a Public Relations campaign. [10 marks]