



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN LEISURE AND SPORT

SLR 207 : PUBLIC RELATIONS IN RECREATION, LEISURE AND SPORT

DATE: TUESDAY, 27TH MARCH 2012

TIME: 4.30 P.M – 6.30 P.M

INSTRUCTIONS

Answer Question ONE (Compulsory) and any other TWO in the booklets provided.

Answer Each Question in a separate booklet

QUESTION ONE (COMPULSORY-30 MARKS)

- a) Define the following terms as used in Sport Public Relations.
- | | |
|---------------------------|------------|
| i. Sport Public Relations | [2 marks] |
| ii. Promotion | [2 marks] |
| iii. Ethics | [2 marks] |
| iv. Media Relations | [2 marks] |
| v. Publicity | [2 marks] |
- b) Analyze the objective of Public Relations as a management function in a Sport Organization. [20 marks]

QUESTION TWO (20 MARKS)

Explain the disciplines of Public Relations programs in a Sport Organization.

QUESTION THREE (20 MARKS)

Using a diagram, illustrate the interactions between a Sport Organization and its key publics (stakeholders)

QUESTION FOUR (20 MARKS)

Describe the key tools used in media relations in carrying out Public Relations programs.

QUESTION FIVE (20 MARKS)

Explain sponsorship as a form of Public Relations