



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF SECURITY MANAGEMENT AND POLICE STUDIES

KPS 400: PRINCIPLES OF COMMUNICATION AND PUBLIC RELATIONS

DATE: Wednesday, 7th February 2018

TIME: 5.30 p.m. - 7.30 p.m.

INSTRUCTIONS:

ANSWER QUESTION ONE AND ANY OTHER TWO

Question One

- i) Define the following terms as used in Communication and Public Relations
 - a) Public Relations. (2 Marks)
 - b) Communication (2 Marks)
 - c) Publicity (2 Marks)
 - d) Crisis Communication (2 Marks)
 - e) Excellence Theory (2 Marks)
- ii) Highlight at least FIVE characteristics of good communication. (5 Marks)
- iii) Explain at least FIVE advantages of using PR consultancy in Security Sector. (5 Marks)
- iv) Highlight FIVE functions of PR Practitioner. (5 Marks)
- v) Differentiate between Public Relations and Advertising. (5 Marks)
2. Discuss the six Point Public Relations Planning Model's application in the planning of a security emergency or crisis. (20 Marks)

3. Explain the major models of Public relations as advanced by Grunig and Hunt. (20 Marks)
4. Discuss the government's communication mechanisms and how it handles communication on terrorism in Kenya. (20 Marks)
5. i) Explain the major challenges facing PR practitioners in developing countries. (10 Marks)
- ii) Explain the main Barriers of Communication that are experienced in the Security Sector in Kenya. (10 Marks)