



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2008/2009

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR SCIENCE (LEISURE AND RECREATION)

SLR 207: PUBLIC RELATIONS, LEISURE AND SPORTS

DATE: Wednesday 1st April, 2009

TIME: 11.00 a.m. – 1.00 p.m.

INSTRUCTIONS

Answer question one which is compulsory and any other two.

1.
 - (a) Explain the meaning of the term public relations. [2 marks]
 - (b) Highlight six objectives of public relations. [6 marks]
 - (c) Elaborate any six roles of public relations function in a sports and recreation organization. [12 marks]
2.
 - (a) Explain five ways in which media contributes or is important to public relations. [10 marks]
 - (b) Sponsorship helps the audience to develop certain values about the sponsor and company's products/services. Describe five different activities a sports and leisure organization could sponsor and the values each would foster. [10 marks]
 - (c) Identify any five different publics related to sports and leisure and the importance of creating good relationship with each one of them. [5 marks]
3.
 - (a) Analyse any five tools that a public relations professional may use in a sports and recreation organization. [10 marks]
 - (b) Publicity is a major element of public relations. Analyse five forms of publicity that can be applied in a sports and leisure organization. [10 marks]

- (c) Outline five objectives of sponsorship. [5 marks]
4. (a) Explain ten essential elements you would consider when writing a press release. [20 marks]
- (b) Contrast public relations and advertising. [5 marks]
5. (a) Describe the eight phases of public relations. [16 marks]
- (b) Assume you are public relations officer in a large sports club. Analyze four roles you may be called upon to perform in the cause of your duty. [4 marks]
- (c) In a global village where information and influence reach most of the world with amazing speed and ease, *ethics* and *professionalism* are global concerns. Explain four roles of ethics in public relations profession. [5 marks]

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