



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2019/2020

FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS
IN SECURITY MANAGEMENT AND POLICING STUDIES

KPS 400: PRINCIPLES OF COMMUNICATION AND PUBLIC RELATIONS

DATE: THURSDAY 5TH DECEMBER 2019

TIME: 5.30 P.M - 7.30 P.M

INSTRUCTIONS:

Answer Question ONE and any other TWO

1. (a) Briefly explain the relationship between Public Relations and;
 - (i) Marketing (2 marks)
 - (ii) Propaganda (2 marks)
- (b) Describe any three qualities of a Public Relations Practitioner (6 marks)
- (c) Using examples of your choice, elaborate on any two factors that may hinder effective communication in Public Relations (4 marks)
- (d) Explain any six components of Public Relations (12 marks)
- (e) With examples, explain why 'publics' are important in public Relations (4 marks)
2. (a) Discuss the four models of Public Relations as discussed by James E. Grunig (12 marks)
- (b) Explain any four elements in the process of Communication in Public Relations (8 marks)
3. Media Relations is important in Public Relations. Using the Kenya Police Force Organization as a case study, Discuss. (20 marks)
4. Explain Five reasons why an organization might opt to use external PR advisors rather than having its own in-house PR Department (20 marks)
5. (a) Discuss four key Principles that an organization can use to manage a crisis using its Public Relations Department (12 marks)
- (b) Explain any ~~five~~ ^{four} reasons why ethics and professionalism should be maintained by Public Relations Practitioners (8 marks)

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