

2912/205
PUBLIC RELATIONS
November 2022
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL
DIPLOMA IN TOURISM MANAGEMENT
MODULE II

PUBLIC RELATIONS

3 hours

INSTRUCTIONS TO CANDIDATES

*This paper consists of SEVEN questions.
Answer any FIVE questions in the answer booklet provided.
All questions carry equal marks.
Maximum marks for each part of a question are as indicated.
Candidates should answer the questions in English.*

This paper consists of 2 printed pages.

Candidates should check the question paper to ascertain that both pages are printed as indicated and that no questions are missing.

1. (a) Highlight five measures that a public relations manager should take to enlist necessary support from the top management of an organization. (10 marks)
- (b) Explain five reasons that make it necessary for an organization to clearly define its publics. (10 marks)
2. (a) Explain six factors that may guide the choice of media for public relations activities in an organization. (12 marks)
- (b) Describe four types of house journals used in public relations. (8 marks)
3. (a) Highlight five measures that should be taken to ensure successful implementation of a public relations programme in an organization. (10 marks)
- (b) Explain five principles that should be followed to ensure good press relations. (10 marks)
4. (a) Internal public relations at Kahka Limited have fallen short of expectations. Highlight five ways in which the public relations manager may correct this situation. (10 marks)
- (b) Outline five ways in which good public relations contributes to the achievement of organizational goals. (10 marks)
5. (a) Highlight six areas of sponsorship that an organization may engage in. (12 marks)
- (b) Outline four indicators of an effective public relations campaign. (8 marks)
6. (a) Explain five reasons that make international public relations important. (10 marks)
- (b) It is the responsibility of a public relations officer to set the objectives of public relations. Outline five qualities that such objectives should possess. (10 marks)
7. (a) Outline five characteristics of the press agent model of public relations. (10 marks)
- (b) Explain five methods that may be used to evaluate the effectiveness of a public relations programme. (10 marks)

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