

Name: _____ Index No: _____ / _____

2912/205
PUBLIC RELATIONS
 November 2015
 Time: 3 hours

Candidate's Signature: _____

Date: _____



THE KENYA NATIONAL EXAMINATIONS COUNCIL

DIPLOMA IN TOURISM MANAGEMENT

MODULE II

PUBLIC RELATIONS

3 hours

INSTRUCTIONS TO CANDIDATES

Write your name and index number in the spaces provided above.

Sign and write the date of the examination in the spaces provided above.

*This paper consists of **SEVEN** questions.*

*Answer any **FIVE** questions in the spaces provided in this question paper.*

All questions carry equal marks.

Do not remove any page from this question paper.

Candidates should answer the questions in English.

For Examiner's Use Only

Question	1	2	3	4	5	6	7	TOTAL SCORE
Candidate's Score								

This paper consists of 16 printed pages.

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

1. (a) Explain the ways in which an organization may promote mutual understanding with its publics. (10 marks)
- (b) Explain the reasons that may account for the popularity of television as a media of public relations activities. (10 marks)
2. (a) Explain the circumstances under which the publics may influence the nature of public relations programmes that are undertaken in an organization. (10 marks)
- (b) Many organizations prefer to sponsor sports events. Highlight the reasons that may account for this preference. (10 marks)
3. (a) Outline the measures that a Public Relations Manager should take in order to enhance co-operation with the top management of the organization. (10 marks)
- (b) Sungura Agencies has contracted a consultant to undertake its international public relations activities. Outline the benefits of using this approach. (10 marks)
4. (a) Describe the internal publics that a tour firm may have. (10 marks)
- (b) The management of Maridadi Tours Limited intends to introduce a house journal for its internal publics. Outline the objectives that the firm seeks to achieve from this move. (10 marks)
5. (a) Outline the limitations of using online surveys to evaluate the effectiveness of a public relations programme. (10 marks)
- (b) International public relations has increased in popularity over the past few years. Highlight the factors that may account for this trend. (10 marks)
6. (a) Outline the public relations related activities that took place during the World War I. (10 marks)
- (b) Explain the reasons that may make it necessary for an organization to undertake a public relations campaign. (10 marks)
7. (a) Explain the reasons that make the community an important public for an organization. (10 marks)
- (b) Explain the benefits that an organization may derive from having a clear understanding of the target audience in a public relations campaign. (10 marks)