

2912/205

PUBLIC RELATIONS

July 2019

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) Outline **five** activities that should be carried out by a public relations department in an organization. (10 marks)
- (b) Explain **five** reasons that make it necessary for a public relations manager to plan for public relations activities. (10 marks)
2. (a) Explain **five** benefits that an organization may derive from using internet as a media for its public relations activities. (10 marks)
- (b) Outline **five** personal qualities of a public relations manager that may hinder the achievement of public relations objectives in an organization. (10 marks)
3. (a) Describe **six ways** in which information about a public relations activity may be disseminated to the publics of an organization. (12 marks)
- (b) Explain **four** reasons that make some organizations to engage in sponsorship programmes. (8 marks)
4. (a) Outline **five indicators** of a need to undertake a public relations campaign in a business enterprise. (10 marks)
- (b) Explain **five** measures that a public relations practitioner should take to ensure good press relations. (10 marks)
5. (a) Explain the acronym SMART in relation to the objectives of a public relations programme. (10 marks)
- (b) Explain **five** measures that a public relations manager should take to ensure adequate co-operation of the top management in an organization. (10 marks)
6. (a) Outline **five** merits of using the Short Message Service (SMS) to communicate to the internal publics of an organization. (10 marks)
- (b) Describe **five external publics** of an organization. (10 marks)
7. (a) Explain **five** benefits that an organization may derive from engaging in international public relations. (10 marks)
- (b) The public relations manager of Kazan Limited is in the process of organizing a press event. Outline **five** activities that should be carried out to enhance the success of such an event. (10 marks)

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