

1. (a) Explain six sources of feedback from which a public relations manager may evaluate the results of a public relations programme in an organization. (12 marks)
- (b) Explain four reasons that make it necessary for an organization to clearly identify its publics. (8 marks)
2. (a) Wafula has been appointed as a public relations officer in-charge of crisis management at Fulaki Limited. Explain the duties that Wafula will be expected to perform in his new position. (10 marks)
- (b) Kilimo Company Limited, a medium-sized marketing firm strives to attain effective customer relations in all its operations. Explain five benefits that the company may derive from this practice. (10 marks)
3. (a) Many organizations use the six-point public relations planning model. Highlight six benefits that such organizations may obtain from this practice. (12 marks)
- (b) Highlight the importance of a strong corporate image to an organization. (8 marks)
4. (a) Explain five factors that have made television a popular media of public relations for many organizations. (10 marks)
- (b) Explain five ways in which public relations practitioners should conduct themselves in relation to their employers. (10 marks)
5. (a) Highlight five circumstances under which it would be appropriate to use magazines as a media of public relations activities in an organization. (10 marks)
- (b) Explain five roles public relations function is expected to perform in an organization. (10 marks)
6. (a) The media is usually given special treatment as opposed to other publics. Highlight the reasons that may justify this practice. (10 marks)
- (b) Describe the developments that emerged after the second world war in relation to the evolution of public relations. (10 marks)
7. (a) There has been a significant increase in the use of public relations in the service industry. Explain the reasons that may account for this trend. (10 marks)
- (b) As the public relations manager for Magharibi Company Limited, you are in the process of inducting newly recruited public relations officers. Explain to them the ways in which they could deal with complaints received from customers. (10 marks)

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self serving government public relations provides several distinct services that can be used to advance the substantive mission of an agency in ways that save money time and effort In the same manner as budgeting HR strategic planning and performance assessment public relations must be included in t **The Public Relations Handbook** Alison

Theaker, 2013-03 The Public Relations Handbook is a comprehensive and detailed introduction to the theories and practices of the public relations industry It traces the history and development of public relations explores ethical issues which affect the industry examines its relationship with politics lobbying organizations and journalism assesses its professionalism and regulation and advises on training and entry into the profession The Public Relations Handbook combines theoretical and organizational frameworks for studying public relations with examples of how the industry works in practice It draws on a range of promotional strategies and campaigns from businesses public and non profit organizations including the AA Airbus BT Northamptonshire County Council Cuprinol and Action for Children The Fourth Edition includes case studies examples and illustrations from a range of campaigns from small and multinational corporations local government and charities a companion website with new international case studies updated quarterly specialist chapters on financial public relations internal communications and marketing public relations strategic overviews of corporate identity globalisation and evaluation a thorough examination of ethics and professionalism more than fifty illustrations from recent PR campaigns a completely revised chapter on corporate social responsibility a new chapter on risk issues and crisis management

Resources in Education, 1998 *New Media and Public Relations* Sandra C. Duhé, 2007 From Web sites to wikis from podcasts to blogs Internet based communication technologies are changing the way today s public relations campaigns are conceived and carried out New Media and Public Relations charts this exciting new territory with real life case studies that explore some of the ways new media practices challenge and expand conventional thinking in public relations This comprehensive new volume charts the leading edge of public relations research drawing on insights from both scholars and practitioners to question outdated models discuss emerging trends and provide numerous examples of how organizations navigate the uncertainties of building mediated relationships Global in scope and exploratory in nature New Media and Public Relations is an indispensable reference for contemporary research and practice in the field and essential reading for undergraduate and graduate students in public relations and mediated communication *British Qualifications* Kogan Page, 2006 The field of professional academic and vocational qualifications is ever changing The new edition of this highly

successful and practical guide provides thorough information on all developments Fully indexed it includes details on all university awards and over 200 career fields their professional and accrediting bodies levels of membership and qualifications It acts as an one stop guide for careers advisors students and parents and will also enable human resource managers to verify the qualifications of potential employees Handbook of Public Relations Robert L. Heath, Gabriel M. Vasquez, 2001 This is a comprehensive and detailed examination of the field which reviews current scholarly literature This contributed volume stresses the role PR plays in building relationships between organizations markets audiences and the public *It's Not Just PR* W. Timothy Coombs, Sherry J. Holladay, 2013-07-08 In the second edition of their award winning book W Timothy Coombs and Sherry J Holladay provide a broad and thorough look at the field of public relations in the world today and assess its positive and negative impact on society s values knowledge and perceptions Uses a range of global contemporary examples from multi national corporations through to the non profit sector Updated to include discussion of new issues such as the role and limitations of social media the emergence of Issues Management how private politics is shaping corporate behavior and the rise of global activism and the complications of working in a global world Covers the search within the profession for a definition of PR including the Melbourne Mandate and Barcelona Principles Balanced well organized and clearly written by two leading scholars **Public Relations Research Annual** Larissa A. Grunig, James E. Grunig, 2020-07-24 The purpose of this second volume is to challenge and extend the field of research in public relations Taking a proactive approach to creating a stable yet not stagnant annual the editors directly solicited chapters on exciting and intriguing subjects Assuming some prior knowledge interests and commitment of their readers the editors hope that each chapter s report on original research provides enough context for understanding even if the area of inquiry is new to the readers Public Relations Research Annual Volume 2 continues to advance within the discipline beyond anecdotes to practical theories and research Educators practitioners and researchers will find this annual s presentations and critiques useful in creating a systematic framework for their own endeavors **The Global Public Relations Handbook, Revised and Expanded Edition** Krishnamurthy Sriramesh, Dejan Vercic, 2009-01-13 Expanding on the theoretical framework for studying and practicing public relations around the world The Global Public Relations Handbook Revised and Expanded Edition extends the discussion in the first volume on the history development and current status of the public relations industry from a global perspective This revised edition offers twenty new chapters in addition to the original contents It includes fourteen additional country or regionally focused chapters exploring public relations practice in Africa Asia Europe and the Americas Contributors use a theoretical framework to present information on the public relations industry in their countries and regions They also focus on such factors as the status of public relations education in their respective countries and professionalism and ethics Each country specific chapter includes a case study typifying public relations practice in that country Additional new chapters discuss political economy activism international public relations and United Nations public

affairs *Score Plus CBSE Question Bank and Sample Question Paper with Model Test Papers in Business Studies (Subject Code 054) CBSE Term II Exam 2021-22 for Class XII* Vaneet Kaur, Nisha Hastir, Karanjeet, Shikha Chaudhary, Suman Lata, Deepa Tiwari, Bhavna Sharma, Nikhil Mishra, Puja Pathania Gulati, Pooja Verma, Veenus, 2022-01-01 Score Plus CBSE Question Bank and Sample Question Paper with Model Test Papers in Business Studies Subject Code 054 CBSE Term II Exam 2021 22 for Class XII As per the latest CBSE Reduced Syllabus Design of the Question Paper and the latest CBSE Sample Question Paper for the Board Examinations to be held in 2021 The latest CBSE Sample Question Paper 2020 21 Solved along with marking scheme released by the CBSE in October 2020 for the Board Examinations to be held in 2021 10 Sample Papers Solved based on the latest Reduced Syllabus Design of the Question Paper and the latest CBSE Sample Question Paper for the Board Examinations to be held in 2021 10 Model Test Papers Unsolved based on the latest Reduced Syllabus Design of the Question Paper and the latest CBSE Sample Question Paper for the Board Examinations to be held in 2021 Goyal Brothers Prakashan Goyal's ICSE Commercial Studies Question Bank with Model Test Papers Class 10 for 2026 Examination ,2025-07-02 **Goyal's ICSE Commercial Studies Specimen Question Bank with Model Test Papers Class 10 for 2024 Examination** ,2023-05-19 Goyal s ICSE Commercial Studies Specimen Question Bank with Model Test Papers Class 10 for 2024 Examination Chapter wise STUDY NOTES include Important Terms Concepts Definitions etc for revision of the chapter Chapter wise QUESTION BANK includes all types of questions as per the Latest Examination Pattern Prescribed by the CISCE I C S E EXAMINATION PAPER 2023 SOLVED SPECIMEN QUESTION PAPER SOLVED for Annual Examination MODEL TEST PAPERS for Annual Examination to be held in February March 2024 QR CODES to access Solutions of Unsolved Model Test Papers There will be one written paper of two hours duration carrying 80 marks and Internal Assessment of 20 marks The paper will be divided into two section A and B Section A Compulsory will consist of questions requiring short answers and will cover the entire syllabus There will be no choice of questions Section B will consist of questions which will require detailed answers There will be a choice and candidates will be required to answer four questions from this section 1 Stakeholders in Commercial Organisations a Meaning of stakeholder types Internal shareholder employee and employer meaning of each and External stakeholders supplier creditor government and society meaning of each differences between internal and external stakeholders b Expectations of employers owners and managers employees creditors and suppliers government and society from a commercial organization 2 Marketing and Sales a Marketing Meaning and objectives of marketing Difference between marketing and sales b Product and service Meaning and difference between a product and a service with examples c Pricing Meaning and objectives d Advertising and Sales promotion Advertising meaning importance of advertising merits and demerits difference between advertising and publicity Advertising Agency meaning and functions only Social advertising media Concept and examples only Sales promotion meaning and techniques difference between advertising and sales promotion e Consumer Protection Consumer Protection

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disciplinary exploration this volume evolved to its current form as a result of the need for a framework for understanding public relations and the potential impact of organization public relationships on the study practice and teaching of public relations Ledingham and Bruning include contributions that present state of the art research in relationship management applications of the relational perspective to various components of public relations and the implications of the approach to influence further research and practice The discussion conducted here is certain to influence and promote future theory and practice on the concept of relationship management

Excellent Public Relations and Effective Organizations James E. Grunig, David M. Dozier, 2003-01-30 This book is the final product of the excellence project a comprehensive research effort commissioned by the International Association of Business Communicators IABC Research Foundation Going well beyond any of the previously published reports on the Excellence study this book contains many new statistical analyses of the survey data and more details from the case studies Discussing theory and data related to several ongoing discussions in the communication profession this book answers the following questions How can we show the value of public relations What is the value of relationships How do relationships affect reputation What does it mean to practice communication strategically How can we measure and evaluate the effects of public relations programs Should communication programs be integrated How does the new female majority in the profession affect communication Excellence This book as well as the research it reports is the product of symmetrical communication and collaboration As such it is intended for scholars applied researchers students and informed professionals who understand the value of research in developing a profession such as public relations Knowledge of quantitative and qualitative research methods will make it easier to understand the book however the results are interpreted in a way that makes the analyses understandable even to those with little or no knowledge of statistics and research methods

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International Public Relations Hugh M. Culbertson, Ni Chen, 2013-11-05 As a formal occupation public relations grew primarily in the United States through much of the twentieth century In recent years however it has spread rapidly throughout the world Broad outlines on how public relations practices differ from country to country have only recently begun to take shape in scholarly writing about the field The existing literature on international public relations tends to focus on how those working for western organizations particularly multi national corporations can best practice abroad Although useful such writings tend to focus on adaptation of western approaches not on development of

new ones designed specifically for varied sociocultural settings around the world The editors have produced this book for a number of reasons There has been tremendous growth in the teaching of public relations around the world enhancing practice in many countries outside North America There has also been rapid growth in the number of professors who demand theoretical perspectives which might facilitate a unified comparative analysis across countries and regions Only a few U S universities six documented in this book now teach courses formerly called International Public Relations However many professors are going abroad to teach and do research This suggests increased interest in and a need for courses dealing with international public relations Furthermore there is a dearth of literature dealing in depth with international PR an important component of international communication This appears to be the first book length comparative analysis of public relations as practiced in various countries and regions around the world Although existing books on international PR focus largely on ways in which western practitioners employers and clients can operate effectively in other countries this volume views public relations in each country or region covered from the perspective of practitioners in that country It contains six chapters designed to provide a theoretical anchor for the 14 country and region analyses Given the intense interest in public relations education as a factor in professional enhancement it also discusses issues and practices relating to education

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