



FINAL EXAMINATIONS

SCHOOL OF EDUCATION AND SOCIAL SCIENCES

KITENGELA CAMPUS

SECOND SEMESTER, 2024/2025 ACADEMIC YEAR

EXAMINATION FOR THE DEGREE OF BUSINESS ADMINISTRATION

BBA 2133: PUBLIC RELATIONS

STREAM: BBA 2133

TIME: 2 HOURS

EXAMINATION SESSION: AUGUST 2025

YEAR: 2025

DAY [31]

DATE: [2025]

INSTRUCTIONS:

1. Attempt ALL the questions in **Section A**
2. Attempt any **Two** questions in **Section B**
3. The entire exam is worth sixty (40) marks.
4. Write **ONLY** on the space provided on the answer sheet or as otherwise instructed.
5. Where necessary Show your working clearly.

Do NOT attempt to access any library, online (audio, video, digital or electronic) or paper based (written), sources for your answers unless this is clearly advised in the Question

SECTION A: COMPULSORY

Question 1

- a) Discuss five functions of mass media. (5marks)
- b) Explain five types of mass media. (5 marks)
- c) Explain five forms of digital media. (5 marks)
- d) Discuss five principles of good press relations. (5marks)

SECTION B: CHOOSE TWO QUESTIONS

Question 2

- a) Explain five types of public relations models. (5 marks)
- b) Distinguish issues versus crises. (5 marks)

Question 3

- a) Discuss five qualities of a good press release.(5 marks)
- b) Highlight five typical public relations strategies. (5marks)

Question 4

- a) Explain five importance of public relations research.(5marks)
- b) Evaluate five steps to creating a successful public relations plan. (5 marks)