



THE CO-OPERATIVE UNIVERSITY OF KENYA

END OF SEMESTER EXAMINATION DECEMBER -2022

**EXAMINATION FOR THE DEGREE OF BACHELOR OF BACHELOR OF TOURISM
MANAGEMENT**

UNIT CODE: BPRM 4101

UNIT TITLE: PUBLIC RELATIONS AND CRISIS MANAGEMENT IN TOURISM

DATE: FRIDAY, 16TH DECEMBER, 2022

TIME: 2:00 PM – 4:00 PM

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INSTRUCTIONS:

- Answer question ONE (compulsory) and any other TWO questions

QUESTION ONE

- a) Explain five roles of a public relations manager in a tours and travel company. (10 marks)
- b) Discuss five uses of public relations research towards achieving organizational success. (10 marks)
- c) Unexpected and sudden events can lead to various organizational crisis. Elaborate five types of organizational crises handled by a public relations department. (10 marks)

QUESTION TWO

- a) Describe the four Hunt and Grunig models of public relations (8 marks)
- b) Explain six basic rules of writing effective organizational materials (12 marks)

QUESTION THREE

- a) You have been invited to a national business conference to give a talk on 'Roles of a crisis management team in an organization'. Explain the major areas you would include in your talk (10 marks)
- b) Elaborate any five uses of public relations research in the tourism industry. (10 marks)

QUESTION FOUR

- a) The proofreading process should always be systematic and focused. Explain five guidelines to utilize while proofreading organizational documents. (10 marks)
- b) Describe five editing strategies that a public relations officer can utilize when preparing written official documents. (10 marks)

QUESTION FIVE

- a) Elaborate five trends that have led to the development of modern public relations. (10 marks)
- b) New Information Communication Technologies (ICTs) have revolutionized the way organizations communicate. Discuss five ways in which new ICTs have influenced organizational communication. (10 marks)