

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATION
RESIT/SUPPLEMENTARY / SPECIAL EXAMINATIONS
EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF SCIENCE IN
WILDLIFE AND ENTERPRISE MANAGEMENT**

WIEM 411: PUBLIC RELATIONS IN WILDLIFE MANAGEMENT

STREAMS: WIEM Y4S1

TIME: 2 HOURS

DAY/DATE: TUESDAY 02/11/2021

8.30 A.M - 10.30 A.M.

INSTRUCTIONS

- i. Answer ALL questions in Section A and any other TWO in Section B
- ii. Do not write anything on this paper

SECTION A (30 MARKS)

1. Discuss five reasons why public relations in wildlife management is important.
[5 Marks]
2. (a) Explain the concept of scramble competition [2 Marks]
(b) Suppose you are a manager of a given conservancy, briefly explain how you can mitigate scramble competition for wildlife related benefits [3 Marks]
3. Briefly describe five functions of a public relations officer in Wildlife Based Enterprise.
[5 Marks]
4. Suppose you need to communicate to members of a community about a conservation project. Briefly discuss five relevant factors you would consider when planning the communication. [5 Marks]

5. Briefly discuss five functions of an education and extension officer in wildlife conservation [5

Marks]

6. Briefly discuss five challenges faced in promoting public support for wildlife conservation in Kenya.

[5 Marks]

SECTION B: (40 MARKS)

7. Using relevant examples discuss the role of mass media in promoting wildlife conservation and management. [20 Marks]

8. Discuss the roles and limitations of NGOs in wildlife conservation and management. [20

Marks]

9. Discuss the challenges facing community based conservation organizations in Kenya [20

Marks]

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