

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF SCIENCE IN  
WILDLIFE AND ENTERPRISE MANAGEMENT**

**WIEM 411: PUBLIC RELATIONS IN WILDLIFE ENTERPRISE**

**STREAMS: BSC WIEM Y4S1**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 29/03/2021**

**2.30 P.M. – 4.30 P.M.**

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**INSTRUCTIONS:**

- **Answer ALL questions in SECTION A and ANY TWO in SECTION B.**
- **Do not write on the question paper.**

**SECTION A (30 MARKS)**

1. Outline five elements of public relations. (5 marks)
2. Describe five work assignments for a public relations officer. (5 marks)
3. Explain five ways in which mass media can be used to promote wildlife conservation. (5 marks)
4. Briefly explain the merits and demerits of Spin as a public relations strategy. (5 marks)
5. Briefly discuss five principles of coping with bad publicity from the media when working as a Public Relations Officer in a Wildlife Enterprise. (5 marks)

**SECTION B (40 MARKS)**

6. Supposing you have just been appointed as a Public Relations Officer in a given Wildlife Conservancy. Discuss how you would enhance public awareness about the enterprise. (20 marks)
7. Using relevant examples, discuss the roles of Non-Governmental Organizations in promoting wildlife conservation. (20 marks)
8. Assuming that you are a Public Relations Officer in a given Wildlife Enterprise and you have been tasked to communicate to the community concerning animals that have

recently destroyed their crops. Discuss the guidelines you would consider when developing the message. (20 marks)

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