



**SCHOOL OF HUMANITIES & SOCIAL SCIENCES**  
**BACHELOR OF ARTS IN COMMUNICATION**  
**END OF SEMESTER EXAMINATION**  
**BAC 2203: INTRODUCTION TO PUBLIC RELATIONS**

**Date: Thursday 7<sup>th</sup> March 2019**

**Time: 11:30 – 13:30**

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**Instructions**

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and **any other TWO** questions.

**CEO Lilly Koros summoned by House Committee over KNH rape allegations**

Jan. 20, 2018, 12:00 pm

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Kenyatta National Hospital CEO Lilly Koros has been summoned by the Parliamentary Committee on Health to explain the allegations of rape cases at the facility.

Koros is expected to appear before the Committee to give a report on the outcome of the investigations of the chilling rape claims.

She will also be expected to give a detailed status report of equipment at the hospital in the meeting scheduled for Friday 26 next week.

The summon comes just a day after the hospital was put on the spot over claims of breastfeeding mothers being allegedly raped.

The reports indicated that mothers who go through Cesarean are at a high risk when they go to breastfeed their newborns. With the arrival of the babies, mothers are expected to go and breastfeed their babies every two hours in the nurseries located on another floor, separate from their wards.

There are now claims that this exercise is hindered and complicated by the threat of rape and theft they face on their way to the nurseries.

On Friday, Koros said that no such case has ever been raised at the facility.

"The allegations are in bad faith. We have written to the DCI to investigate and if there is any truth then action will be taken," she said.

She said despite the facility having mounted CCTV camera's in corridors and lifts, they have reviewed and such a thing has not been recorded. "Not a single case has been reported to us. There are security teams who oversee the safety and security of patients in the hospital day and night," Koros said.

Koros also clarified that mortuary attendants use service lifts which are separate from those used by patients and clients.

"There is no single complaint that has been registered in such a case yet we have suggestion boxes," she said.

Health CS Cleopa Mailu said he has directed the hospital to avail all the CCTV footage to the DCI and prepare a report before Tuesday next week.

He said it is unfortunate that such incidences might have happened but necessary action will be taken after thorough investigations.

His sentiments were echoed by Nairobi Senator Johnson Sakaja who called for speedy investigations into the matter.

Woman Rep Esther Passaris also said there is need to improve security apparatus at the facility for more surveillance.

Passaris who led a group of other women leaders to the hospital on Saturday said the security at the hospital must be improved to ensure such incidences are well monitored.

### Question 1

- a) Offer an extensive definition of PR and discuss how this case fits as a PR study (7 marks).
- b) Justify 3 things you would advise KNH to do under the circumstances. (9 marks)
- c) "Stakeholder mapping is extremely important in PR." Discuss this statement in light of the KNH case above. (7 marks)
- d) Discuss a theory you would employ to explain or solve KNH's issue. (7 marks)

### Question 2

- a) Justify 4 skills you would recommend that Aisha, a 2<sup>nd</sup> year PR student, work on, in order to become a good PR practitioner. (8 marks)
- b) Discuss the overriding theme in these three statements and defend it as a key role of PR. (7 marks)
  - i) "It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently." – **Warren Buffet**
  - ii) "It is generally much more shameful to lose a good reputation than never to have acquired it." – **Pliny the Elder**
  - iii) "What kills a skunk is the publicity it gives itself." – **Abraham Lincoln**

### Question 3

Offer an introductory statement and write notes on three PR documents. (15 marks)

### Question 4

- a) Discuss and correct any 3 misconceptions of PR. (7.5 marks)
- b) Discuss organisational listening. (7.5 marks)

### Question 5

Locate the role of communication to Public Relations and explain how digital communication has transformed the practice of PR. Raise five arguments to justify your answer. (15 marks)