



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION
(BJMC YI, SII)

BMC 4109: INTRODUCTION TO PRINCIPLES OF PUBLIC RELATIONS

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A & B**.
 - Section **A** is **Compulsory**.
 - Answer any other **Two** questions in Section **B**.
- This paper consists of Two printed pages*

SECTION A (Compulsory)

QUESTION 1

Distinguish PR from the following:

- a) Advertising
- b) Marketing
- c) Sales promotion
- d) Propaganda
- e) Publicity

(15 marks)

QUESTION 2

- a) Outline the **FIVE** specialized tasks of a PR Manager. **(5 marks)**
- b) Describe any **FIVE** types of Public Relations images. **(10 marks)**

SECTION B (Answer any Two Questions)

QUESTION 3

Discuss the key medium used by any organization for communication purposes. **(20 marks)**

QUESTION 4

Discuss a pseudo event and the critical importances of this function in Technical University of Mombasa (TUM). **(20 marks)**

QUESTION 5

- a) Explain the importance of ethics in the practice of PR. **(10 marks)**
- b) Explain the role of P.R in todays world of the evolving characteristics. **(10 marks)**