



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies
DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION
(CMAC II)

BMC 1112: INTRODUCTION TO PUBLIC RELATION

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 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 Three printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Define the following terminologies;
 - i) Viral marketing (2 marks)
 - ii) Publics (2 marks)
 - iii) Public Relation (2 marks)
- b) List any **THREE** differences between advertising and PR. (6 marks)
- c) Outline **SIX** attributes a good PR practitioner should have. (6 marks)
- d) Briefly explain the origin of modern PR. (6 marks)
- e) Explain **THREE** types of images. (4 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Briefly describe the **FOUR** stages in the development of PR industry. (10 marks)
- b) Briefly describe any **THREE** differences between PR and Propaganda. (6 marks)
- c) Explain image in PR context. (4 marks)

QUESTION 3

- a) Describe the organization of a PR operation. (10 marks)
- b) Explain **FIVE** importances of PR department in an organization. (10 marks)

QUESTION 4

- a) What is a press release? (2 marks)
- b) You are currently employed as a new assistant PR Officer and your boss asked you to write a press release on the function your organization is about to hold. Write a one page press release on the same. (12 marks)
- c) Explain any **THREE** reasons why a press release is important in an organization. (6 marks)

QUESTION 5

- a) Who is Edward Bernays and how is he important in PR industry. **(5 marks)**
- b) Explain one of the first uses of PR by the British government. **(5 marks)**
- c) Briefly explain how new communication technologies influences the PR industries. **(10 marks)**