



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

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

BMC 4350: PUBLIC RELATIONS

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: MARCH 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

- a) Define Public Relations according to the AIPR. **(2 marks)**
- b) Differentiate PR from marketing. **(4 marks)**
- c) Outline the history of PR of Ivy Lee. **(6 marks)**
- d) State any **SIX** important concepts for an exhibition. **(6 marks)**
- e) Define Corporate Image. **(2 marks)**

QUESTION 2

Name at least **TEN** main media used by PR practitioners. **(10 marks)**

SECTION B (Answer any Two Questions)

QUESTION 3

Discuss the effectiveness of an internal P.R plan to an institution of higher learning like TUM.

(20 marks)

QUESTION 4

a) Describe the role of a lobbyist.

(10 marks)

b) Differentiate internal P.R from consultancies.

(5 marks)

c) Differentiate branding from door-to-door adverts.

(5 marks)

QUESTION 5

Discuss the **FOUR** main PR events.

(20 marks)