



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF COMMERCE
(BCOM VII)

BMC 4317: FOUNDATIONS OF PUBLIC RELATIONS

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 Two printed pages

SECTION A (Compulsory)

QUESTION 1

- a) Define Public Relations. **(2 marks)**
- b) Explain **THREE** roles of a Public Relations Officer. **(6 marks)**
- c) Elaborate **THREE** objectives of public relations in an organization. **(6 marks)**
- d) Explain **THREE** main functions of public relations. **(6 marks)**
- e) Highlight **THREE** ethical factors to consider when promoting products and services in an organization. **(6 marks)**
- f) Distinguish between public relations and marketing. **(4 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

You have been appointed the Public Relations Manager of Kampuni Limited.

- a) Discuss **FIVE** techniques of marketing products. **(10 marks)**
- b) Discuss **FIVE** steps you would take to build a positive image of a company. **(10 marks)**

QUESTION 3

Technical University of Mombasa has formed a new public relations department to facilitate marketing courses offered. Discuss **FIVE** advantages and **FIVE** disadvantages of roles in this job. **(20 marks)**

QUESTION 4

- a) Explain **FIVE** importance of observing public relations ethics by Public Relations Practitioners in an organization. **(10 marks)**
- b) Giving relevant examples, explain **FIVE** codes of ethics and explain how each is used in the practice of public relations. **(10 marks)**

QUESTION 5

- a) Giving relevant examples, discuss **FIVE** differences between public relations and advertising. **(10 marks)**
- b) Using relevant examples, discuss **FIVE** similarities between public relations and advertising. **(10 marks)**