



**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 VI)

**BMC 4316: PUBLIC RELATIONS WRITING**

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) Giving examples, highlight at least **THREE** forums for PR writing online. **(6 marks)**
- b) Elaborate at least **TWO** types of news release. **(4 marks)**
- c) Prepare a fifty word backgrounder for Upesi Cooking Company to be used as part of their media kit. **(6 marks)**
- d) Explain the following considerations in PR writing:
  - i) Objectives **(2 marks)**
  - ii) Audiences **(2 marks)**
  - iii) Channels **(2 marks)**

- e) Your Manager for Sony Ericson has received a survey showing that 70% of consumers perceive the phone as too complex to use. Using cognitive dissonance theory, explain how you can reduce this dissonance and thereby increase sales. **(8 marks)**

**SECTION B (Answer any Two Questions)**

**QUESTION 2**

Pwani Coconut Oil has hired you to market their new product: Fresh tui. Using the **EIGHT** basic elements of a PR plan, prepare a plan for the launch of this product to the Kenyan market. **(20 marks)**

**QUESTION 3**

As the PR Officer for Masomo University, you have been asked to introduce the Vice Chancellor as the main speaker for the University's culture day celebration. Write a hundred words introductory speech. **(20 marks)**

**QUESTION 4**

Your company's [www.Tamubread.com](http://www.Tamubread.com) has been receiving complaints about the quality of bread sold.

Write:

- a) News release addressing this issue. **(10 marks)**  
b) Choosing an appropriate type, write a brief feature on this issue. **(10 marks)**

**QUESTION 5**

Discuss the uses and gratification theory in PR writing, using relevant illustrations. **(20 marks)**