



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN PROCUREMENT AND MATERIALS MANAGEMENT  
DIPLOMA IN HUMAN RESOURCE MANAGEMENT  
DIPLOMA IN SALES AND MARKETING

**BMC 2116: HUMAN AND 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) Identify any **SIX** components of Public Relations according to PRSA Foundations. (6 marks)
- c) Briefly explain the impact of new technology on PR practice. (4 marks)
- d) Briefly explain Public Relations as a process. (8 marks)
- e) i) Name any **TWO** PR professional bodies. (2 marks)  
ii) Explain **THREE** major steps towards promoting professionalism in PR. (6 marks)
- f) Identify and explain a medium that offers PR the greatest communication flexibility in terms of reaching people under a variety of circumstances. (2 marks)

## SECTION B (Answer any TWO questions)

### QUESTION 2

- a) Explain any **SEVEN** ways in which research is used in Public Relations. (14 marks)
- b) Identify any **SIX** research techniques. (6 marks)

### QUESTION 3

- a) Identify **EIGHT** major elements of a public relations plan. (8 marks)
- b) Explain any **SIX** MBO steps that can serve as a checklist for planning in PR. (12 marks)

### QUESTION 4

- a) Distinguish the following:
  - i) Active audience vs passive audience
  - ii) Demographics Vs Psychographics (4 marks)
  - iii) Controlled communication channels Vs Uncontrolled communication channel. (4 marks)
- b) Discuss any relationships with the press and broadcasting media are central to Public Relation's effectiveness. (8 marks)

### QUESTION 5

- a) Explain **FIVE** reasons why internal PR has increased in popularity in the last decade. (10 marks)
- b) Explain **FIVE** techniques and strategy used to communicate with employees. (10 marks)