

TECHNICAL UNIVERSITY OF MOMBASA Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION (DMAC III)

BMC 2204: 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) Using relevant examples, differentiate between a **mission statements** from a **vision statement.**

(4 marks)

b) State any **FIVE** functions of Public Relations Office in an organization.

(5 marks)

c) Describe **THREE** characteristics of a good PRESS RELEASE.

(6 marks)

d) Highlight **THREE** main ways of evaluating the results of Public Relations programs.

(3 marks)

e) Explain the **SIX** elements involved in public relations planning model.

(6 marks)

f) Explain **THREE** distinguishing characteristics of public relations from advertising.

(6 marks)

SECTION B (Answer any **TWO** questions)

QUESTION 2

a) Briefly describe how public relations differs from marketing.

(8 marks)

b) Discuss the public relations activities in modern organizations.

(12 marks)

QUESTION 3

a) Explain who are the "publics" in public relations?

(2 marks)

- b) Describe **FOUR** ways in which a PR Officer can enhance good relationship between the "publics" and his/her organization. (8 marks)
- c) Explain **FIVE** basic "publics" that apply to most organizations.

(10 marks)

QUESTION 4

Discuss the importance of a Public Relations Office in a learning institution such as Technical University of Mombasa. (20 marks)

QUESTION 5

a) Who is a Press Officer? Name **TWO** of his main responsibilities.

(4 marks)

b) Describe **THREE** advantages of a Press Officer over journalists.

(6 marks)

c) Explain **FIVE** ways in which a Press Officer initiates media coverage in public relations.

(10 marks)