



**TECHNICAL UNIVERSITY OF MOMBASA**  
***School of Humanities & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION  
(DMAC III, YII, SI)

**BMC 2204: PUBLIC RELATIONS**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES: JUNE/JULY 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 the following terms:
- i) Propaganda (2 marks)
  - ii) Publicity (2 marks)
  - iii) Advertising (2 marks)
- b) Distinguish between 'Goal' and 'objective'. (4 marks)
- c) State **FOUR** characteristics of 'propaganda'. (4 marks)
- d) Explain the following types of publics:
- i) Traditional publics (2 marks)
  - ii) Active publics (2 marks)
  - iii) Inactive publics (2 marks)

### QUESTION 2

Briefly discuss any **FIVE** principles of public relations. (10 marks)

## SECTION B (Answer any TWO questions)

### QUESTION 3

Effective Public Relations is accomplished through a process known as RACE (Research, Action, Communication, Evaluation).

- a) Discuss the value of research in public relations. (10 marks)
- b) The media plays a major role in communication. Explain any **FIVE** factors to consider when choosing a medium to use in PR campaign/activity. (10 marks)

### QUESTION 4

Discuss briefly how the work of public relations practitioners in government affects society and its citizens. (20 marks)

### QUESTION 5

- a) Discuss **SIX** reasons why organizations retain outside consultants even though firms may have internal PR department. (12 marks)
- b) Discuss **FOUR** reasons why Technical University of Mombasa should ensure effective employee communication. (8 marks)