



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

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

BMC 2204: PUBLIC RELATIONS

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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 terms below in PR
- i) Public relations (2 marks)
 - ii) Strategy (2 marks)
 - iii) Public (2 marks)
 - iv) Media relations (2 marks)
- b) Distinguish between 'reactive' and 'proactive PR'. (4 marks)
- c) Explain any **FOUR** advantages of 'Inhouse Public Relations Department. (8 marks)

QUESTION 2

Explain any **FIVE** public relations activities. (10 marks)

SECTION B (Answer any TWO questions)

QUESTION 3

- a) Discuss the reason why internal PR has increased in popularity in the last decade. (10 marks)
- b) Explain techniques and strategy used by organization to communicate by their employees. Use examples. (10 marks)

QUESTION 4

- a) Identify the **EIGHT** parts of public relations plan. (8 marks)
- b) Outline the steps or parts of the process of planning. (12 marks)

QUESTION 5

- a) Relationships with the press and broadcasting media are central to PR's effectiveness. Discuss. (6 marks)
- b) State any **SIX** social responsibility activities that a PR practitioner can be involved in. (6 marks)
- c) Explain the difference between public relations and:
- i) Marketing (4 marks)
 - ii) Propaganda (4 marks)