



TECHNICAL UNIVERSITY OF MOMBASA
School of Humanities & Social Studies
DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION
(YIII, SI)

BMC 4316: PUBLIC RELATIONS WRITING

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) Explain the following terms in persuasive writing:
 - i) Channeling **(3 marks)**
 - ii) Transfer **(3 marks)**
- b) Differentiate between an audio news release and a press release. **(4 marks)**
- c) Define what a media advisory is. **(2 marks)**

QUESTION 2

- a) Highlight with examples **FOUR** characteristics of new media. **(8 marks)**
- b) Giving examples enumerate on **THREE** types of features. **(5 marks)**
- c) Highlight **THREE** considerations a PR planner makes when deciding on the calendar of a PR campaign. **(5 marks)**

SECTION B (Answer any Two Questions)

QUESTION 3

As the PR writer for Blue Band Kenya, write a 250 word speech for your CEO to be read at the award ceremony of a University football tournament sponsored by Blueband. **(20 marks)**

QUESTION 4

As the PR writer for Ushindi liquid describe how you can utilize the tenets of the Maslow's Hierarchy of needs to position your product favourably in the Kenyan market. **(20 marks)**

QUESTION 5

Discuss using relevant examples the techniques useful in writing for websites. **(20 marks)**