TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC4316: PUBLIC RELATIONS WRITING

END OF SEMESTER EXAMINATION

SERIES: APRIL 2016

TIME: 2HOURS

DATE: Pick Date May 2016

Instructions to Candidates
You should have the following for this examination
-Answer Booklet, examination pass and student ID
This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.
Do not write on the question paper.

Question ONE

a. i.   Explain FIVE techniques that you would apply to enhance your effectiveness as a Public Relations Writer.
                    (10 marks)

   ii   Explain how a Public Relations writer can effectively work with journalists.
                                                                                    (10 marks)

b. Explain FIVE uses importance of a 'Backgrounder' in Public Relations writing.   (10 marks)

Question TWO

Write a news release explaining the recent workers unrest experienced in your company over a pay rise

dispute.   (20 marks)

Question THREE

Write FOUR one minute Public Service Announcements (PSA) on the following subject matter:

  a   The need for the youth to work with the police officers in our community to enhance security.

  b.   An upcoming workshop on the religious tolerance organized by the Pwani Mums.

  c   An upcoming concert by youths in Mombasa denouncing Female Genital Mutilation.

  d.   An upcoming concert organized by Kenyan Politicians to reinforce peaceful and nonviolence
          elections in Kenya.   (20 marks)

Question FOUR

Write a brief imaginary personality profile of Leonard Mambo Mbotela the legendary broadcaster who recently retired from the Kenya Broadcasting Corporation (KBC)   (20 marks)

Question FIVE

'Talent Designs' has introduced a new clothing line in their fashions that is appropriate for the hot weather in Mombasa. Write a brief feature story for this new clothing line.   (20 marks)