



# TECHNICAL UNIVERSITY OF MOMBASA

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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: 2 HOURS**

**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.**

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## **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)