



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business and Social Studies

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF COMMERCE

BMG 4317: PUBLIC RELATIONS

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- Answer Question **ONE (Compulsory)** and any other **TWO** questions.
- Do not write on the question paper

This paper consists of Two printed pages

QUESTION 1 (Compulsory)

- a) Explain **FIVE** functions of public relations. **(10 marks)**
- b) Highlight **FIVE** objectives of public relations. **(10 marks)**
- c) Explain any **FIVE** public relations activities in mainly practised at Technical University of Mombasa. **(10 marks)**

QUESTION 2

- a) Describe the **THREE** development stages of public relations. **(8 marks)**
- b) Discuss the **SIX** point public relations planning model. **(12 marks)**

QUESTION 3

- a) Highlight **FOUR** objectives of Public Relations Society of Kenya. **(8 marks)**
- b) Discuss any **SIX** types of publics at the Technical University of Mombasa. **(12 marks)**

QUESTION 4

- a) Discuss any **FIVE** types of media commonly used in organizations for passing information to the publics. **(10 marks)**
- b) Explain **FIVE** ways of evaluating the effectiveness of public relations program. **(10 marks)**

QUESTION 5

- a) Highlight **FIVE** reasons why an organization can opt to use public relations consultancy in its public relations activities. **(10 marks)**
- b) Explain **FIVE** ethics which a Public Relations Officer should abide by. **(10 marks)**