



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***  
DEPARTMENT OF MEDIA & GRAPHIC DESIGN

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

**BMC 4316: PUBLIC RELATIONS WRITING**

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) Mention with examples **THREE** factors that have led to the rise of new media. **(6 marks)**
- b) Highlight the **THREE** principal costs when budgeting for a campaign. **(6 marks)**
- c) Differentiate using examples between motivational objectives and informational objectives. **(5 marks)**

## QUESTION 2

- a) Mention the types of news releases. **(5 marks)**
- b) Enumerate with examples at least **FOUR** approaches to getting your organization's stories on TV. **(8 marks)**

### SECTION B (Answer any **Two** Questions)

## QUESTION 3

Your organization Pwani Milk has recently hired a new CEO. Write a 250 feature profile story to pitch to the newspaper's and to post on your organization's website as well. **(20 marks)**

## QUESTION 4

You have been tasked with preparing a news release and an audio release on the appointment of a new CEO of Pwani Milk. Write these documents for presentation to the related news editors. **(20 marks)**

## QUESTION 5

Using examples discuss the factors used in persuasive writing as informed by the PR writers approach to writing. **(20 marks)**