



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION  
(DMAC III, YII, SI)

**BMC 2204: PUBLIC RELATIONS**

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) Define the terms below in PR
- i) Public relations (2 marks)
  - ii) Strategy (2 marks)
  - iii) Public (2 marks)
  - iv) Media relations (2 marks)
- b) Distinguish between 'reactive' and 'proactive PR'. (4 marks)
- c) Explain any **FOUR** advantages of 'Inhouse Public Relations Department'. (8 marks)

### QUESTION 2

Explain any **FIVE** public relations activities. (10 marks)

## SECTION B (Answer any TWO questions)

### QUESTION 3

- a) Discuss the reason why internal PR has increased in popularity in the last decade. (10 marks)
- b) Explain techniques and strategy used by organization to communicate by their employees. Use examples. (10 marks)

### QUESTION 4

- a) Identify the **EIGHT** parts of public relations plan. (8 marks)
- b) Outline the steps or parts of the process of planning. (12 marks)

### QUESTION 5

- a) Relationships with the press and broadcasting media are central to PR's effectiveness. Discuss. (6 marks)
- b) State any **SIX** social responsibility activities that a PR practitioner can be involved in. (6 marks)
- c) Explain the difference between public relations and:
- i) Marketing (4 marks)
  - ii) Propaganda (4 marks)