



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN PROCUREMENT AND MATERIALS MANAGEMENT
DIPLOMA IN HUMAN RESOURCE MANAGEMENT
DIPLOMA IN SALES AND MARKETING

BMC 2116: HUMAN AND PUBLIC RELATIONS

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 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 'Public Relations'. (2 marks)
- b) Identify any **SIX** components of Public Relations according to PRSA Foundations. (6 marks)
- c) Briefly explain the impact of new technology on PR practice. (4 marks)
- d) Briefly explain Public Relations as a process. (8 marks)
- e) i) Name any **TWO** PR professional bodies. (2 marks)
ii) Explain **THREE** major steps towards promoting professionalism in PR. (6 marks)
- f) Identify and explain a medium that offers PR the greatest communication flexibility in terms of reaching people under a variety of circumstances. (2 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Explain any **SEVEN** ways in which research is used in Public Relations. (14 marks)
- b) Identify any **SIX** research techniques. (6 marks)

QUESTION 3

- a) Identify **EIGHT** major elements of a public relations plan. (8 marks)
- b) Explain any **SIX** MBO steps that can serve as a checklist for planning in PR. (12 marks)

QUESTION 4

- a) Distinguish the following:
 - i) Active audience vs passive audience
 - ii) Demographics Vs Psychographics (4 marks)
 - iii) Controlled communication channels Vs Uncontrolled communication channel. (4 marks)
- b) Discuss any relationships with the press and broadcasting media are central to Public Relation's effectiveness. (8 marks)

QUESTION 5

- a) Explain **FIVE** reasons why internal PR has increased in popularity in the last decade. (10 marks)
- b) Explain **FIVE** techniques and strategy used to communicate with employees. (10 marks)