



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

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

**BMC 4350: PUBLIC RELATIONS**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES: MARCH 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*

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**SECTION A (Compulsory)**

**QUESTION 1**

- a) Define Public Relations according to the AIPR. **(2 marks)**
- b) Differentiate PR from marketing. **(4 marks)**
- c) Outline the history of PR of Ivy Lee. **(6 marks)**
- d) State any **SIX** important concepts for an exhibition. **(6 marks)**
- e) Define Corporate Image. **(2 marks)**

**QUESTION 2**

Name at least **TEN** main media used by PR practitioners. **(10 marks)**

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

**QUESTION 3**

Discuss the effectiveness of an internal P.R plan to an institution of higher learning like TUM.

**(20 marks)**

**QUESTION 4**

a) Describe the role of a lobbyist.

**(10 marks)**

b) Differentiate internal P.R from consultancies.

**(5 marks)**

c) Differentiate branding from door-to-door adverts.

**(5 marks)**

**QUESTION 5**

Discuss the **FOUR** main PR events.

**(20 marks)**