



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

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION  
(DMAC III)

**BMC 2204: 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) Using relevant examples, differentiate between a **mission statements** from a **vision statement**. (4 marks)
- b) State any **FIVE** functions of Public Relations Office in an organization. (5 marks)
- c) Describe **THREE** characteristics of a good PRESS RELEASE. (6 marks)
- d) Highlight **THREE** main ways of evaluating the results of Public Relations programs. (3 marks)
- e) Explain the **SIX** elements involved in public relations planning model. (6 marks)
- f) Explain **THREE** distinguishing characteristics of public relations from advertising. (6 marks)

## SECTION B (Answer any TWO questions)

### QUESTION 2

- a) Briefly describe how public relations differs from marketing. (8 marks)
- b) Discuss the public relations activities in modern organizations. (12 marks)

### QUESTION 3

- a) Explain who are the “publics” in public relations? (2 marks)
- b) Describe **FOUR** ways in which a PR Officer can enhance good relationship between the “publics” and his/her organization. (8 marks)
- c) Explain **FIVE** basic “publics” that apply to most organizations. (10 marks)

### QUESTION 4

**Discuss** the importance of a Public Relations Office in a learning institution such as Technical University of Mombasa. (20 marks)

### QUESTION 5

- a) Who is a Press Officer? Name **TWO** of his main responsibilities. (4 marks)
- b) Describe **THREE** advantages of a Press Officer over journalists. (6 marks)
- c) Explain **FIVE** ways in which a Press Officer initiates media coverage in public relations. (10 marks)