



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4316: PUBLIC RELATIONS WRITING

END OF SEMESTER EXAMINATION

SERIES: APRIL 2016

TIME: 2 HOURS

DATE: Pick Date May 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other **TWO** questions.

Do not write on the question paper.

Question ONE

- a i Describe any FIVE qualities of an effective Public Relations writer. (10 marks)
- ii The Technical University of Mombasa students' government is sponsoring a concert on the fight against examinations malpractices. As a Public Relations Writer, outline the communication channels you are likely to use to publicize this concert. (10 marks)
- b You are have been assigned to write a story for the university newspaper on how students use the internet to do assignments. Outline any FIVE ethical considerations you would consider before developing this story. (10 marks)

Question TWO

Write a news release announcing Dr. Eliud Kiplagat's appointment as the new CEO for the Finance Trust
Homage Bank . (20 marks)

Question THREE

Write FOUR one minute Public Service Announcements (PSA) on the following subject matter:

- a The need to drink and sustenance of clean water in our environment.
- b. An upcoming workshop on the fight against drug abuse and substance.
- c An upcoming concert by youths in Mombasa advocating for peaceful elections.
- d. An upcoming 'Miss Kenya' Beauty Pagent that aims at encouraging women to vie for political seats. (20 marks)

Question FOUR

Write a brief imaginary personality profile of LupitaNyong'o the Hollywood Oscar award winner for the
entertainment magazine. (20 marks)

Question FIVE

A number of university professors are engaged in research projects that increase our understanding of a subject.
Select a professor on your campus and write a TWO page feature explaining his or her research and why it is
important. (20 marks)