



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF COMMUNICATION STUDIES
UNIVERSITY EXAMINATION FOR:
BACHELOR OF JOURNALISM AND MASS COMMUNICATION
BMC 4109: INTRODUCTION TO PRINCIPLES OF PUBLIC RELATIONS
END OF SEMESTER EXAMINATION
SERIES: MAY 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 Choose No questions. Attempt Choose instruction.

Do not write on the question paper.

Question ONE

- (a) Define public relations (2mks)
- (b) Explain THREE objectives of public relations (6mks)
- (c) Explain THREE functions of Public Relations (6mks)
- (d) Explain TWO characteristics of the history of Public Relation Officer (4mks)
- (e) Elaborate THREE difference between public relations and advertising (6mks)

Question TWO

Nokia Limited customers in Mombasa have complained that the mobile handsets of the company's latest product has a technological problem. Failure to repair the products has caused massive financial loss to the company. As the manager of Nokia Limited, develop a communication strategy that outlines how you will deal with the problem. (20mks)

Question THREE

You have been invited for an interview for a position of a public relations officer, in which you are expected to convince the panel that you are qualified. Giving relevant examples, discuss FIVE roles you are expected to perform. (20mks)

Question FOUR

- (a) The public relations industry is dynamic. Giving relevant examples, discuss THREE advantages of public relations (10mks)
- (b) Giving relevant examples, discuss THREE differences between public relations and marketing (10mks)

Question FIVE

Public Relations firms are governed by ethics and regulations to ensure quality of service in its operations. Giving relevant examples, discuss ethical values that a public relations practitioner should observe on the job. (20mks)