



## 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 roles of a public relations officer (6mks)
- (c) Explain the term “ public relations is a management function” . (2mks)
- (d) Elaborate THREE functions of the media in enhancing or damaging an organization’s image. (6mks)
- (e) Highlight TWO key roles that Ivy Lee and Edward Bernays played in developing the public relations industry (4mks)
- (f) Explain TWO differences between in-house and external (outsourced) public relations departments (4mks)
- (g) Explain TWO importance of boundary spanning in public relations (4mks)
- (h) Highlight TWO factors to consider when developing a press release (2mks)

### Question TWO

One of the branches of Coca Cola Ltd is selling substandard sodas at a low price. As the public relations manager of Coca Cola Ltd, you are required to stop this unethical practice.

- (a) Giving relevant examples, discuss FIVE ethical values that must be observed by public relations practitioners. (15mks)
- (b) Explain FIVE points that you would discuss as part of your media briefing to show you have dealt with this problem in order to restore the company’s image (5mks)

### **Question THREE**

Technical University of Mombasa has launched new degree programmes in Communication and Public Relations. As the public relations manager:

- (a) Develop a press release which will provide the public with information about the courses. (15mks)
- (b) Highlight the benefits of a press release as a communication tool. (5mks)

### **Question FOUR**

Mombasa County Senator, Mr. Hassan Omar has officiated the opening of a new hospital in Nyali. As his public relations officer, develop a communication strategy that facilitate creation of awareness about it to the public. (20mks)

### **Question FIVE**

Public relations and advertising benefit a company's growth. Giving relevant examples:

- (a) Discuss FIVE differences between public relations and advertising (10mks)
- (b) Discuss FIVE similarities between public relations and advertising (10mks)