



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

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

**BMC 4317: FOUNDATION OF PUBLIC RELATION**

SUPPLEMENTARY/SPECIAL EXAMINATIONS

**SERIES: OCTOBER 2014**

**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) Distinguish between:
  - i) Public Relations and Advertising. **(2 marks)**
  - ii) Public Relations and Marketing **(2 marks)**
- b) Differentiate Branding from Brand Equity. **(4 marks)**
- c) Describe how corporate lobby. **(2 marks)**
- d) Explain any **FIVE** main activities of Public Relations. **(10 marks)**
- e) Describe the benefits of a Public Relations planning. **(10 marks)**

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

**QUESTION 2**

“Do you RACE into Public Relations tasks.... Do them with GRACE..... as work like an ACE...?”

Discuss.

**(20 marks)**

**QUESTION 3**

a) Outline the process of Public Relations in maximizing its awareness.

**(10 marks)**

b) Explain the importance of the publicity phase of the Kenyan Government Public Relations versus the international criminal court in (Hague) Geneva.

**(10 marks)**

**QUESTION 4**

Discuss the importance of Public Relations having a good working relations with the media; as a cornerstone and synonymous to generate media coverage.

**(20 marks)**