



**TECHNICAL UNIVERSITY OF MOMBASA**

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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:DECEMBER2016**

**TIME:2HOURS**

**DATE:Pick DateDecember 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. Attemptquestion ONE (Compulsory) and any other TWO questions.

**Do not write on the question paper.**

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**Question ONE**

1. (a) Define public relations (2 mks)
- (b) Explain THREE roles of public relations practitioner (6mks)
- (c) Explain TWO functions of public relations department in an organization (4mks)
- (d) Elaborate THREE differences between marketing and public relations (6mks)
- (e) Explain TWO differences between In-house PR department and a PR consultancy agency. (4mks)
- (d) Highlight TWO uses of a press release as a communication medium. (4mks)
- (e) Explain TWO ways in which a public relation officer can build a mutually beneficial relation between a company and its stakeholders. (4mks)

**Section B: Answer TWO Questions**

**Question TWO**

You have been appointed the Public Relations Officer of Kampuni Limited, which has developed a new mobile smart telephone. Develop a press release highlighting the launch of the product. Also include information on how the new product can help to improve the image of the company. (20mks).

**Question THREE**

A public relations practitioner and a business manager share similarities in their roles. Giving relevant examples, discuss FIVE similarities between advertising and public relations. (20mks)

**Question FOUR**

Kenya Airways has suffered a negative image due to financial losses and massive retrenchment of employees. Giving relevant examples, discuss how the company can implement FIVE advantages Public Relations in relations in order to rebuild a positive image. (20mks)

**Question FIVE**

Globally, many organizations take pride in being respectable in the industry. Identify FIVE ethical values that public relations companies should observe and discuss each. Give relevant examples. (20mks)