



## 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: 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.**

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### **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)