



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) Highlight TWO characteristics of public relations. (2mks)
- (b) Explain the statement “public relations is a strategic function”. (2mks)
- (c) Elaborate THREE roles of a public relations officer in an organization. (6mks)
- (d) Explain TWO functions of media relations that are useful for a corporate affairs office. (4mks)
- (d) Explain THREE main functions of public relations department. (6mks)
- (e ) Distinguish THREE differences between public relations and advertising. (6mks)
- (f) Explain TWO factors to consider when designing a press/ news release. (4mks)

**Section B: Answer TWO Questions**

**Question TWO**

A new public relations department has been established at Technical University of Mombasa to facilitate marketing of courses offered. Basing your arguments on THREE advantages and THREE disadvantages of using an in-house PR department explain how the can achieve this objective . (20mks).

### **Question THREE**

Public Relations Departments play a key role in establishing a company's reputation. Giving relevant examples, discuss FIVE factors to consider when conducting a media briefing with journalists about the organization. (20mks)

### **Question FOUR**

You have been appointed the public relations manager of Kampuni limited. Giving relevant examples, discuss FIVE techniques you would use to market your products and services of the company. (20mks)

### **Question FIVE**

Successful public relations is dependent on the objective of building and maintaining a mutually beneficial relationship with stakeholders. Assuming that you are Public Relations Officer, discuss how you can use James Grunig's Press Agency and Symmetrical model of communication to achieve this objective. (20mks)