



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)