



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DEGREE IN MASS COMMUNICATION

BMC 4316: PUBLIC RELATIONS WRITING

SPECIAL SUPPLEMENTARY EXAMINATION

SERIES: SEPT. 2017

TIME: 2 HOURS

DATE: 16 Sep 2017

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

QUESTION ONE

- Show the difference between intranet and internet. (4marks)
- E-newsletters are different from print newsletters in a couple of ways. What are they? (4marks)
- What are some factors that a PR practitioner needs to keep in mind when participating in web forums. (4marks)
- Blogs are increasingly becoming an adorable media to PR practitioners. Briefly explain why. (4marks)
- Explain the meaning of news releases in PR. (4marks)
- Show the importance of media kits to PR departments. (4marks)
- What does ROI (Return on Investment) mean? Why is important to PR? (6marks)

SECTION B

QUESTION TWO

By using appropriate examples, give the characteristics of news. (20 marks)

QUESTION THREE

Discuss the public relations E-mail writing etiquettes. (20 marks)

QUESTION FOUR

Robert A. Abbott offers several ways in which PR practitioners can use newsletters. What are they? (20 marks)

QUESTION FIVE

Effective PR is accomplished through a process known as RACE (Research, Action, Communication and Evaluation). By use of relevant examples, show how this process works. (20 marks)