



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

BACHELOR OF COMMERCE

BACHELOR OF BUSINESS ADMINISTRATION

BMC 4317: FOUNDATIONS OF PUBLIC RELATIONS

END OF SEMESTER EXAMINATION

SERIES:DECEMBER2016

TIME:2HOURS

DATE:Pick DateDec2016

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

SECTION A:

QUESTION ONE

- a) Describe FIVE functions of a PR department in an organization. (10 marks)
- b) Discuss five main Differences between public relations and marketing. (10 marks)
- c) Discuss any five types of Public Relations Tools commonly used in today's organizations. (10 marks)

SECTION B

QUESTION TWO

- a) Explain any seven types of public relations publics of Coast General Hospital, giving examples for each. (14 marks)
- b) Describe the Three-Stage Evolution of Public Relations (6 marks)

QUESTION THREE

- a) Discuss five advantages and five disadvantages of public relations. (10 marks)
- b) Discuss five Functions of public relations consultancies. (10 marks)

QUESTION FOUR

- a) Describe four major distinctions between radio & television. (8 marks)
- b) Explain Six Codes of Professional Standards for the Practice of Public Relations. (12 marks)

QUESTION FIVE

- a) Explain five advantages of Grapevine Communication. (10 marks)
- b) Discuss five main Importance of Planning in public relations. (10 marks)