



# TECHNICAL UNIVERSITY OF MOMBASA

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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**

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## **SECTION A:**

### **QUESTION ONE**

- a) Discuss five Functions of public relations consultancies. (10 marks)
- b) Explain the main differences between public relations and advertising. (10 marks)
- c) Describe the four types of internal communication (10 marks)

## **SECTION B:**

## **QUESTION TWO**

- a) Discuss five PRSK guidelines on ethical code of conduct for PR practitioners. (10 marks) b)
- Explain five Disadvantages of Grapevine Communication (10 marks)

## **QUESTION THREE**

- a) Discuss five Objectives of Internal Communication. (10 marks)
- b) Discuss five Practical Recommendations and Guidelines which PR Practitioners can Follow To Avoid Moral & Ethical Conflicts (10 marks)

## **QUESTION FOUR**

- a) Discuss five factors to consider when choosing the media to use in organizational activities. (10 marks)
- b) Discuss any five activities an organization undertake to promote the image of the organization. (10 marks)

## **QUESTION FIVE**

- a) Discuss any five types of Public Relations Tools commonly used in today's organizations. (10 marks)
- b) Describe five major distinctions between radio & television. (10 marks)