



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT
UNIVERSITY EXAMINATION FOR THE DEGREE OF:
BACHELOR OF TECHNOLOGY IN HOTEL AND HOSPITALITY
MANAGEMENT BTHM S14 (PT)
BMC 4350: PUBLIC RELATIONS IN HOSPITALITY
AND TOURISM.

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

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. AttemptChoose instruction.

Do not write on the question paper.

SECTION A (Compulsory-30 marks)

QUESTION 1

a) Give the definitions of the following terms and phrases:

i) Public Relations (2marks)

ii) Publicity in Public Relations. (2marks)

iii) Marketing. (2marks)

iv) Publics. (2marks)

v) Propaganda. (2marks)

a) Give a brief explanation of two-way asymmetrical model of communication. (6 marks)

b) State any FIVE functions of Public Relations in an organization. (5 marks)

c) Differentiate between marketing and Public Relations. (4 marks)

d) Give TWO ways how Hospitality and Tourism can involve itself in Corporate Social Responsibility. (5 marks)

SECTION B-Answer only TWO questions from this section

QUESTION 2

a) What is a crisis? (2 marks)

b) Discuss any THREE crises that can take place in the Hospitality and Tourism sector. (6 marks)

c) Explain the THREE key stages of crisis management. (12 marks)

QUESTION 3

a) List any FIVE external publics in the Hospitality and Tourism sector and explain the roles they play. (10 marks)

b) Discuss any FIVE components of Public Relations (10 marks)

QUESTION 4

a) Using examples, discuss the SIX point planning model of Public Relations planning. (12 marks)

b) Explain any TWO roles that the law plays in Public Relations practice. (8 marks)

QUESTION 5

a) Define Monitoring and Evaluation. (2marks)

b) Explain any FIVE tools that can be used during monitoring and evaluation of a Public Relations programme. (10 marks)

c) Discuss any TWO events that the Hospitality and Tourism sector can involve itself with in the community in order to build mutual beneficial relationship. (8 marks)