



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. Attempt Choose 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) Monitoring and evaluation. (2marks)
- iii) Publics in Public Relations. (2 marks)
- iv) Propaganda (2 marks)

v) Marketing. (2 marks)

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

b) List any FOUR contributions Ivy Lee made to Public Relations. (4 marks)

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

d) Highlight the SIX stages involved in Public Relations planning model. (6 marks)

SECTION B-Answer only TWO questions from this section-40 marks

QUESTION 2

a) Explain any FIVE qualities of a Public Relations practitioner. (10 marks)

b) Discuss any FIVE crises that can take place in the Hospitality and Tourism sector. (10 marks)

QUESTION 3

a) List and explain any FIVE Public Relation techniques that help companies to publicize their products and services and they influence attitudes toward the company. (10 marks)

b) Discuss any FIVE functions of Public Relations in an organization. (10 marks)

QUESTION 4

a) Internal publics in any organization is as important as external publics. Discuss in relation to Hospitality and Tourism sector. (10 marks)

b) Discuss any FIVE areas of ethical practices to be observed by a Public Relations practitioner working for an organization/ client. (10 marks)

QUESTION 5

a) Explain any FOUR importance of monitoring and evaluation of a Public Relations programme. (10 marks)

b) Discuss any FOUR benefits an organization stands to gain by involving itself in CSR activities. (10 marks)