



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC4316: PUBLIC RELATIONS WRITING

END OF SEMESTER EXAMINATION

SERIES: APRIL 2016

TIME: 2 HOURS

DATE: Pick Date May 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 question ONE (Compulsory) and any other **TWO** questions.

Do not write on the question paper.

Question ONE

- a. i. Explain FIVE techniques that you would apply to enhance your effectiveness as a Public Relations Writer.
(10 marks)

- ii Explain how a Public Relations writer can effectively work with journalists.
(10 marks)

- b. Explain FIVE uses importance of a 'Backgrounder' in Public Relations writing. (10 marks)

Question TWO

Write a news release explaining the recent workers unrest experienced in your company over a pay rise

dispute.

(20 marks)

Question THREE

Write FOUR one minute Public Service Announcements (PSA) on the following subject matter:

- a. The need for the youth to work with the police officers in our community to enhance security.
- b. An upcoming workshop on the religious tolerance organized by the Pwani Mums.
- c. An upcoming concert by youths in Mombasa denouncing Female Genital Mutilation.
- d. An upcoming concert organized by Kenyan Politicians to reinforce peaceful and nonviolence elections in Kenya.

(20 marks)

Question FOUR

Write a brief imaginary personality profile of Leonard Mambo Mbotela the legendary broadcaster who recently retired from the Kenya Broadcasting Corporation (KBC)

(20 marks)

Question FIVE

'Talent Designs' has introduced a new clothing line in their fashions that is appropriate for the hot weather in Mombasa. Write a brief feature story for this new clothing line.

(20 marks)