



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

CERTIFICATE IN MASS COMMUNICATION

HMC1110: PUBLIC RELATIONS

SPECIAL SUPPLEMENTARY EXAMINATION

**SERIES:SEPT. 2017**

**TIME:2HOURS**

**DATE:Pick DateSep2017**

## **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.**

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### QUESTION ONE

a) Define the following terms as used in Public Relations:

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|--|------------|
| i) Public relation   | (2marks)   |
| ii) Organization   | (2marks)   |
| iii) Crisis  | (2marks)   |
| iv) Publicity  | (2 marks)  |
| v) Audience segmentation   | (2 marks)  |
| vi) Propaganda   | (2 marks)  |
| b) Explain how organizations demonstrate “performance with purpose”? | (4 marks)  |
| c) Explain FIVE functions of a Public Relations Officer              | (10 marks) |

d) Identify any FOUR types of channels used by the Relations Practitioners use to communicate to their publics. (4 marks)

### QUESTION TWO

- a) Explain any FIVE major advantages the Internet provides to Public Relations professionals. (10 marks)
- b) Discuss any FIVE qualities of a good public relations officer. (10 marks)

### QUESTION THREE

a) Explain FIVE special characteristics of television as a medium of communication. (10 marks)

b) Discuss the FIVE possible images a company could have at any one time. (10 marks)

QUESTION FOUR

Giving examples, discuss any TEN publics found at the Technical University of Mombasa. (20 marks)

QUESTION FIVE

a) Explain FIVE reasons for planning PR programs. (10 marks)

b) Explain FIVE lessons you draw from the history of public relations (10 marks)