



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN MASS COMMUNICATION /DIPLOMA IN PUBLIC
RELATIONS

HMC2202: PUBLIC RELATIONS

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2019

TIME: 2HOURS

DATE: AUGUST 2019

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) Define a crisis. (2 marks)
- (ii) Identify any SEVEN publics of The University of Mombasa. (7 marks)
- (iii) Explain FOUR reasons why it is important to set the objectives before embarking on implementing a PR communication plan (8 marks)
- (b) Highlight FOUR crisis preparation best practices. (8marks)
- (c) State THREE disadvantages of Public Relations Department (6marks)

Question TWO

Outline the major steps to be considered during the development of a Public Relations

Campaign and also identify the practical problems that may be uncounted (20marks)

Question THREE

Write short notes on the following

(a) Above the line advertising media (5marks)

(b) Brand Image (5marks)

(c) Press Conferences (5marks)

(d) Feature articles (5marks)

Question FOUR.

You are attached at the Ministry of Finance. Write a press release informing Kenyans about the introduction of the new legal tender. (20marks)

Question FIVE

(a) Discuss the role of public relations. (20marks)