



# TECHNICAL UNIVERSITY OF MOMBASA

---

## SCHOOL OF BUSINESS

### DEPARTMENT OF BUSINESS ADMINISTRATION

### UNIVERSITY EXAMINATION FOR:

### BACHELOR OF COMMERCE

### BACHELOR OF BUSINESS ADMINISTRATION

### BMC 4317: FOUNDATIONS OF PUBLIC RELATIONS

### END OF SEMESTER EXAMINATION

**SERIES:**AUGUST2019

**TIME:**2HOURS

**DATE:**Pick DateAug2019

#### Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attemptquestion ONE (Compulsory) and any other TWO questions.

**Do not write on the question paper.**

---

#### **QUESTION ONE**

- a) Describe FIVE functions of a PR department in an organization. (10 marks)
- b) Discuss five main Differences between public relations and marketing. (10 marks)
- c) Discuss any five types of Public Relations Tools commonly used in today's organizations. (10 marks)

#### **QUESTION TWO**

- a) Explain any seven types of public relations publics of Coast General Hospital, giving examples for each. (14 marks)
- b) Describe the Three-Stage Evolution of Public Relations (6 marks)

### **QUESTION THREE**

- a) Discuss five advantages and five disadvantages of public relations. (10 marks)
- b) Discuss five Functions of public relations consultancies. (10 marks)

### **QUESTION FOUR**

- a) Describe four major distinctions between radio & television. (8 marks)
- b) Explain Six Codes of Professional Standards for the Practice of Public Relations. (12 marks)

### **QUESTION FIVE**

- a) Explain five advantages of Grapevine Communication. (10 marks)
- b) Discuss five main Importance of Planning in public relations. (10 marks)