



# 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). Discuss five Functions of public relations consultancies. (10 marks)
- b). Explain the main differences between public relations and advertising. (10 marks)
- c). Describe the four types of internal communication (10 marks)

#### **QUESTION TWO**

- a) Discuss five PRSK guidelines on ethical code of conduct for PR practitioners. (10 marks)
- b) Explain five Disadvantages of Grapevine Communication. (10 marks)

#### **QUESTION THREE**

- a) Discuss five Objectives of Internal Communication. (10 marks)

- b) Discuss five Practical Recommendations and Guidelines which PR Practitioners can Follow To Avoid Moral & Ethical Conflicts (10 marks)

#### **QUESTION FOUR**

- a) Discuss five factors to consider when choosing the media to use in organizational activities. (10 marks)
- b) Discuss any five activities an organization undertake to promote the image of the organization. (10 marks)

#### **QUESTION FIVE**

- a) Discuss any five types of Public Relations Tools commonly used in today's organizations. (10 marks)
- b) Describe five major distinctions between radio & television. (10 marks)