



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN MASS COMMUNICATION

HMC 2202 STRATEGIC PUBLIC RELATIONS MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: AUGUST

TIME: 2HOURS

DATE: Pick DateSelect Month2019

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

- i. Strategic Planning is a management activity State 5 reasons why it is used in organizations. **(5 Marks)**
- ii. Identify 5 critical factors in determining a Public Relations Strategy. **(5 Marks)**
- iii. State 5 elements of a Public Relations Strategy **(5 Marks)**
- iv. Briefly define SMART objectives **(5 Marks)**
- v. Discuss the various media available for a PR plan **(5 Marks)**
- vi. Public Relations uses a number of tools to implement its programme of activities. State 5 among them. **(5.Marks)**

Total 30 marks

SECTION II

QUESTION TWO

One of the most effective ways of dealing with pertinent issues affecting an organization is for the PR practitioner to segment audiences with a view to determining effective communication plans. Describe in detail the process of mapping and identifying the various stakeholder groups.

(20 Marks)

QUESTION THREE

Constant and effective communication is what sustains mutually beneficial relationships an organization and its stakeholders. Discuss how corporate leaders can effectively do so.

(20 Marks)

QUESTION FOUR

Describe the essence of political public Relations and how it differs from corporate communications.

(20 Marks)

QUESTION FIVE

Discuss the Principles of Communicating in Difficult Times often used by Corporate Leaders.

(20 Marks)