



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN PUBLIC RELATIONS

HPR 2205: ONLINE 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. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

QUESTION ONE

- (a) Define the following terms
 - (i) Social media (2 marks)
 - (ii) Citizen journalism (2 marks)
 - (iii) Blog (2 marks)
- (b) Mention **THREE** ways of fostering trust and improving the quality of online information environment (3 marks)
- (c) Highlight any **FIVE** online reputation management tools (5 marks)
- (d) Outline **FIVE** components of a press release (5 marks)
- (e) Highlight **FIVE** principles of composing a blog post (6 marks)
- (f) State **FIVE** elements of interactive media (5 marks)

QUESTION TWO

- (a) Explain FIVE characteristics of online media (10 marks)
- (b) Explain FIVE reasons for blogging (10 marks)

QUESTION THREE

- (a) Explain FIVE skills required for online Public Relations managers (10 marks)
- (b) Describe FIVE ways of managing and monitoring brand reputation (10 marks)

QUESTION FOUR

- (a) Explain FIVE positive aspects of citizen journalism (10 marks)
- (b) Discuss FIVE ways in which social media has changed the practice of Public Relations (10 marks)

QUESTION FIVE

- Citing current relevant examples, discuss FIVE types of blogs (20 marks)