TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN PUBLIC RELATIONS

HPR 2208 PUBLIC RELATIONS CONSULTANCY

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2019

TIME: 2 HOURS

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.

SECTION A

Questions 1

a) Briefly describe the history on the origin of consultancy (4 Marks)

b) Explain any three roles of a consultant (6 Marks)

c) Explain the following terminologies used in consultancy in Public Relations (PR)

   i)   TOR (2marks)
   ii)   Diagnosis (2marks)
   iii)   Consultancy (2marks)
   iv)   Feedback (2marks)

d) Explain THREE ways in which Personal selling is viewed as the most important promotional
tool of PR consultancy service. (6 marks)

e) Explain THREE importance of Public Relations Consultancy (6marks)

SECTION B

Questions 2

a) Personal selling in consultancy services is a long drawn process, which involves a series of sequential steps. Explain this process in detail (10 Marks)
b) Identify any five code of conducts of professional practice and explain how they enhance professionalism (10 marks)

Questions 3

a) The initial contact between the client and the consultant is obviously the First step in personal selling process. Using examples discuss how this is a very important step in consultant-client interface in Consulting (8 marks)
b) Explain in details any six approaches A PR consultant is likely take while offering consultancy services (12 marks)

Questions 4

The consultant-client relationship implies dealings or interactions over time. The duration of relationship depends on the nature and extent of services rendered by the consultant. Discuss (20 marks).

Questions 5

a) Development of technology plays an important role in consultancy services. Briefly explain any THREE roles and cite examples (10 marks).
b) Identify and explain any FIVE reasons providing clients with problem diagnosis and recommendation is the most difficult one (10 marks)