



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

**DIPLOMA IN PUBLIC RELATION**

**HPR 2209: PUBLIC RELATIONS PROJECT**

**END OF SEMESTER EXAMINATION**

**SERIES:** AUGUST2019

**TIME:** Choose hoursHOURS

**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 Choose No questions. AttemptALL questions.

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

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## **Question ONE**

Identify a researchable topic in the field of public relation and write a research proposal

The sections of the proposal are as follows:

Declaration

Acknowledgement

Table of content

List of tables and figures

Acronyms

Definition of terms

Abstract

## **Chapter 1: Introduction**

1.0 Background information

1.1 Statement of the problem

1.2 Research objectives

1.3 Research questions

- 1.4 Justification of the study
- 1.5 Significance of the study
- 1.6 limitation of the study

## **Chapter two: Literature Review**

- 2.0 Introduction
- 2.1 Relevant literature in line with your topic
- 2.2 Theoretical framework
- 2.3 Conceptual framework
- 2.4 The research gap

## **Chapter three: Research Methodology**

- 3.1 Research Design
- 3.2 Target population
- 3.3 Sampling techniques
- 3.4 Sampling procedure
- 3.5 Sample size
- 3.6 Data collection procedure
- 3.7 Data processing and analysis
- 3.8 Ethical considerations

## **Chapter Four: Research results and discussion**

- 4.0 The presentation of the data which is guided by the methodology and the results.
- 4.1 The discussions which is guided by the results

## **Chapter Five : Summary, Conclusions and Recommendations**

- 5.1 A summary on the chapter
- 5.2 Summary of the results obtained (extension of the abstract)
- 5.3 Conclusions derived from the summary
- 5.4 Recommendations which are derived from the conclusion