



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4118: INTRODUCTION TO PRINCIPLES OF PUBLIC RELATIONS

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2014

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A & B**.
 - Section **A** is **Compulsory**.
 - Answer any other **Two** questions in Section **B**.
- This paper consists of Two printed pages***
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SECTION A (Compulsory)

QUESTION 1

- a) Illustrate at least **TWO** similarities between
 - i) PR and Advertising **(4 marks)**
 - ii) PR and Publicity **(4 marks)**

- b) What are the **TWO** functions of Press Officer in managing media relations? **(2 marks)**

- c) What contributions did Edward Bernays make to the growth of Public Relations? **(2 marks)**

- d) Explain the following statements as found in the PRSK code of conduct.

- i) “A member shall not intentionally disseminate false or misleading information.... He/she has a positive duty to maintain truth, accuracy and good taste”. **(4 marks)**
- ii) “A member shall conduct his professional activities with respect for the public interest”. **(4 marks)**
- e) Giving relevant illustrations show how an internal PR manager for Cocacola- Kenya can enhance:
 - i) Downward communications **(5 marks)**
 - ii) Upward communications **(5 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

As a PR Consultant, KETEPA has hired your service for the management of a sponsorship programme giving relevant examples, explain how KETEPA can engage in a

- a) Sports sponsorship **(10 marks)**
- b) Arts sponsorship **(10 marks)**

QUESTION 3

You are the PR Officer of Molo-Milk Company. Several people around the country have been hospitalized with severe stomach pains and diarrhea. Doctors have stated in the media that consumption in Molo-Milk is causing this disease. Explain how as the PR Officer you should handle this crisis.

(20 marks)

QUESTION 4

Discuss the various ways a PR Officer can utilize

- a) Broadcast media **(10 marks)**
- b) Internet **(10 marks)**

To advance an organisation’s communication objectives

QUESTION 5

Using the Six-point Public Relations Planning Model write a Six-month PR Campaign for Supaloaf Company. **(20 marks)**