



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

**DEPARTMENT OF BUSINESS STUDIES**

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF BUSINESS ADMINISTRATION III  
BACHELOR OF COMMERCE III

## **BMC 4317: FOUNDATIONS OF PUBLIC RELATIONS**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES:** JULY 2014

**TIME:** 2 HOURS

### **INSTRUCTIONS:**

- Answer any other **Two** questions in Section **B**.  
***This paper consists of Two printed pages***
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### **QUESTION 1 (Compulsory)**

- a) Distinguish between Public relations and Marketing. **(4 marks)**
  
- b) Explain the following types of images:
  - i) Mirror image
  - ii) Current image
  - iii) Wish image
  - iv) Corporate
  - v) Multiple **(10 marks)**
  
- c) Explain the fourfold specialist task of the PR Manager. **(8 marks)**
  
- d) Highlight the qualities that are required of a PR Practitioner. **(8 marks)**

**SECTION B (Answer any Two Questions)**

**QUESTION 2**

Discuss any **TEN** activities of a PR department. **(20 marks)**

**QUESTION 3**

a) Explain the advantages of appointing a PR Consultancy. **(8 marks)**

b) Discuss the elements of the six-point PR Planning Modal. **(12 marks)**

**QUESTION 4**

a) Define “publics”. **(2 marks)**

b) Identify and explain any **NINE** publics for a company of your choice. **(18 marks)**

**QUESTION 5**

a) Why do the ethics of public relations apply particularly to the behavior of the PR practitioner?  
**(10 marks)**

b) Describe **FIVE** of the most common areas of sponsorship. **(10 marks)**