



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

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JULY 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) Define the following images as viewed in PR
- i) Mirror image (2 marks)
 - ii) Current image (2 marks)
 - iii) Wish image (2 marks)
 - iv) Multiple image (2 marks)
 - v) Optimum image (2 marks)
- b) State the similarities between;
- i) PR and Marketing (5 marks)
 - ii) PR and Publicity (5 marks)

c) Highlight **FIVE** considerations for event planning. **(5 marks)**

d) Highlight **FIVE** activities for PR Officer. **(5 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

You are the PR Manager for Ukweli University. Discuss at least **TEN** ways you can enhance internal communications within the University to enhance employee motivation and participation. **(20 marks)**

QUESTION 3

One of the drilling machines of Tullow Oil has/spilt oil on a large area of Turkana, killing large heard of cattle. Reporters have camped at the site and are giving live updates of the disaster. The company has hired you to handle the crisis. From a PR perspective discuss the steps needed to manage the situation. **(20 marks)**

QUESTION 4

Using the **SIX** point planning model, outline a sports sponsorship campaign for Telkom-Kenya Women's Volleyball team. **(20 marks)**

QUESTION 5

“A member shall intentionally disseminate false or misleading information. He or she can has a positive duly to maintain truth, accuracy and good taste. Discuss this statement using relevant examples in Kenya. **(20 marks)**