



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 4328: PRWRITING

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) Briefly outline the structure of the PR industry. **(4 marks)**
- b) Discuss at least **FOUR** steps a media officer can take to initiate media coverage. **(4 marks)**
- c) Explain at least **FOUR** types of press releases. **(8 marks)**
- d) Give examples of **FIVE** broadcast outlets for PR. **(5 marks)**
- e) Outline the elements involved in planning a PR campaign. **(6 marks)**
- f) Give at least **THREE** outlets for online PR. **(3 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

You are the PRO for BlueBand Kenya. Your CEO has been invited by Khamis Secondary School as Chief guest at their Parents Day. Write a brief speech for your CEO to deliver on that day. **(20 marks)**

QUESTION 3

BlueBand Kenya has won an international health safety award due to the nutritional value of the product. Write a press release to this effect informing them of this award. **(20 marks)**

QUESTION 4

Briefly write a sixpoint PR campaign for BlueBand-Kenya following the **SIX** elements of PR planning. **(20 marks)**

QUESTION 5

Your CEO for BlueBand Kenya has been invited for an interview with Julie Gichuru on Citizen TV to talk about the health of young children. . Explain the steps you would take to prepare how the interview and prepare a brief. **(20 marks)**