



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: PR WRITING

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) Explain at least **SIX** points a PR practitioner needs to know about the press. **(6 marks)**
- b) Explain the following formula for checking a press release SOLAADS. **(7 marks)**
- c) Differentiate between a website and a blog. **(3 marks)**
- d) Outline at least **SEVEN** aspects of speech. **(7 marks)**
- e) Discuss **SEVEN** ways of utilizing the social media in PR. **(7 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

Using the **SIX** elements of PR planning write a six-event PR campaign for TUM. **(20 marks)**

QUESTION 3

Write a brief speech for the VC of TUM during the TUM graduation in your capacity as the PRO for the University. **(20 marks)**

QUESTION 4

The department of Media and Graphic design has won a CNN journalism school of the year award for 2014. Write a Press release relaying this information to the appropriate media. **(20 marks)**

QUESTION 5

The VC of TUM has been invited by NTV breakfast morning show to talk about higher education in Kenya prepare a brief for the show for him as well as outline the steps you would take to idea prepare him. **(20 marks)**