



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Social Sciences

UNIVERSITY EXAMINATION FOR:

BACHELOR OF ARTS IN INFORMATION SCIENCE

BMC 4109 : INTRODUCTION TO PUBLIC RELATIONS

SERIES: DECEMBER 2024

TIME: 2 HOURS

DATE: Pick DateDec 2024

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question One

- Explain the three principles Ivy Lee used to professionalize public relations. (6 marks).
- Explain three advantages of public relations for an organization. (6 marks).
- If you were to train new public relations officers, explain three skills you would ensure you impart in them to make their job easier and increase their chances of success. (6 marks).
- Explain two ways in which issues management work. (4 marks)
- Differentiate between non-publics and latent public. (4 marks).
- Explain two major thrusts that sports marketing has developed. (4 marks).

Question Two

- Explain five functions of public relations. (10 marks).
- Explain five possibilities that would call for public relations. (10 marks).

Question Three

- Explain what is meant by the statement that “public relations is a staff function.” (2 marks).
- Explain five objectives of a public relations department. (10 marks).
- Explain four propositions used when constructing rational logic in a public relations campaign. (8 marks).

Question Four

- Explain five activities used in media relations. (10 marks).
- Explain five benefits of evaluating public relations campaigns. (10 marks).

Question Five

- Explain two reasons that make ethics in public relations play a vital role in human communication. (4 marks).
- In relation to practice, explain six major issues addressed in the codes of public relations. (12 marks).
- Explain two ways in which marketing research helps in product management. (4 marks).