



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: JULY 2025
TIME: 2 HOURS
DATE: Pick Date Jul 2025

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 two functions of public relations according to Edward Bernays. (4 marks).
- Explain the meaning of publics. (2 marks).
- Explain three disadvantages of public relations. (6 marks).
- If you were tasked with planning an event, explain the three steps that you would follow. (6 marks).
- With regard to investigating the current state of stakeholders' or publics' attitudes, opinions, and behaviors, explain the two elements that are considered. (4 marks).
- Differentiate between aware publics and active publics. (4 marks).
- In relation to the significance that public relations professionals in developing countries like Kenya, explain two roles that they play. (4 marks).

Question Two

- Explain five types of public relations that practitioners should be aware of. (10 marks).
- Explain five types of contributions made by government public relations. (10 marks).

Question Three

- Explain the meaning of the statement that "public relations is earned media." (2 marks).
- As the head of a public relations department, explain five functions that your department would perform. (10 marks).
- If you were crafting messages in a public relations campaign, explain the steps that you would follow. (8 marks).

Question Four

- As a public relations officer, explain five activities you would use with regard to corporate identity. (10 marks).
- Explain five principles of evaluation in public relations. (10 marks).

Question Five

- With regard to public relations, explain two general aspects of ethics. (4 marks).
- As a responsible public relations officer, explain six pillars of ethics you would adhere to. (12 marks).

- c. Explain two ways in which marketing research is used to analyze corporate effectiveness. (4 marks).