



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION
(MASS II)

BMC 1112: INTRODUCTION TO 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 Three printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Define the terms outlined below:
- i) Public relations (2 marks)
 - ii) Corporate image (2 marks)
 - iii) Publicity (2 marks)
 - iv) Corporate social responsibility (2 marks)
 - v) Corporate identity (2 marks)
- b) Outline any **FIVE** ethical guidelines of public relations. (5 marks)
- c) Distinguish between “mirror image” and “wish image” of any organization. (5 marks)
- d) Identify **FIVE** publics of the Kenya Ferry Services Ltd. (5 marks)
- e) List the importance of budgeting for any Public Relations department. (5 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

Salome is a Form 2 student at the verge of selecting subjects according to the high school curriculum. She wants to be a doctor but her parents want her to be a Public Relations Practitioner; a professional she knows nothing about.

- a) Detail to her **FIVE** responsibilities of a public relations practitioner. (10 marks)
- b) Explain to her **FIVE** qualities of a good public relation practitioner. (10 marks)

QUESTION 3

- a) Compare the advantages of having an in-house public relations department over contracting an individual public relation consultant. (10 marks)
- b) Define a public relations audience. (2 marks)
- c) Discuss the **FOUR** fold task of a public relations manager. (8 marks)

QUESTION 4

- a) State **FIVE** points to consider when dealing with the press. (5 marks)
- b) Compare the advantages of using a newspaper over using the television as a channel of communication for public relations practitioners. (5 marks)
- c) Milcah owns a company dealing in the production of chicken feed. Her target audience is found in both rural and urban centres. Explaining your choice in each case, discuss any **FIVE** channels of communication that she could use to communicate with them. (10 marks)

