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TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS
DEPARTMENT OF MANAGEMENT SCIENCE
UNIVERSITY EXAMINATION FOR:
BACHELOR OF COMMERCE/BACHELOR OF BUSINESS ADMINISTRATION
BMC4317: PUBLIC RELATIONS/FOUNDATIONS OF PUBLIC RELATIONS
END OF SEMESTER EXAMINATION
ORDINARY EXAMINATIONS
SERIES: JULY 2025
TIME: 2 HOURS

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 and any other TWO Questions

Do not write on the question paper.

Question ONE

Case Study: Resolving Historical Land Conflict through Public Relations

A rural community has been in conflict with the local government administration over a historical land issue. The land in question was allocated to private investors decades ago, displacing the local community. The people feel betrayed by past governments and have staged protests, demanding the return of their ancestral land.

The new local administrator has taken a different approach to resolving the conflict. Instead of using force or ignoring their concerns, the administrator is employing **public relations techniques** to rebuild trust and foster dialogue. Strategies include organizing town hall meetings, engaging local leaders, using media campaigns, and ensuring transparency in decision-making.

As the process unfolds, the administrator must carefully navigate the delicate situation, balancing government policies with the community's emotional and historical attachment to the land.

- a) Explain the role of public relations in conflict resolution by the local administrator win back the trust of the community. *(10 marks)*
- b) Elaborate the public relations techniques that the local administrator should use to communicate effectively with the community and address their grievances? *(5 marks)*
- c) Discuss the importance of transparency and stakeholder engagement in resolving land conflicts. *(10 marks)*

- d) Describe the possible challenges that the local administrator might face in using public relations techniques to resolve the land issue? (5 marks)

Question TWO

- a) Differentiate Marketing and Public Relations (10 Marks)
- b) Discuss the following terms as used in public relations discipline
- I. Corporate identity
 - II. Corporate image
 - III. Corporate reputation
 - IV. The publics
 - V. Communication (10 Marks)

Question THREE

- a) Elucidate Five concepts in Public Relations (10 marks)
- b) Examine FIVE pillars of ethics in public communication (10 Marks)

Question FOUR

- a) Discuss the essential skills that public relations managers need to possess in order to undertake their functions effectively (10 Marks)
- b) Explain FIVE of the public relations speaking tasks (10 Marks)

Question FIVE

- a) Describe FIVE concepts related to public relations (10 Marks)
- b) Public relations are a management function that offers a framework for effective coordination of an internal and external communication with the overall purpose of establishing a favourable company reputation with its stakeholders. Comment on this statement to support your argument with examples (10 Marks)