
TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

HMC 4313: PUBLIC RELATIONS WRITING

END OF SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME: 2HOURS

DATE: Pick Date April 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

Public relations personnel conduct the role of facilitating communication between an organization and its stakeholders. Develop a press release about a situation, product or service of your organization. (15 marks)

Question TWO

Technical University of Mombasa graduates many students every year. Assuming that you are public relations manager in charge of organizing this event, develop a media advisory/alert that provides media with relevant information about the details of this event. (15marks).

Question THREE

Public relations practitioners are expected to perform their work within ethical parameters according to the Public Relations Society of Kenya. Assuming that you are the pr manager of your department, prepare a report that shows how you have implemented FIVE ethical values at work. (15 marks).

Question FOUR

Assume that your organization is launching a new product or service. As the public relations manager, write a two-page speech that highlights this event and generates publicity for the said products or services. (15 marks)

Question FIVE

Rampant abuse of miraa or “jaba” caused the Governor of Mombasa County Hon. Abdulswamad Shariff Nassir to seek to declare it illegal due to its negative health effects. In support of this, Technical University of Mombasa will sponsor a marathon within Mombasa County with the aim of safeguarding the welfare and health of youth. Prepare a public relations campaign about this event. (15marks).