



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF TOURISM AND HOSPITALITY

**HMC 4350: PUBLIC RELATIONS FOR HOSPITALITY AND
TOURISM**

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2024

TIME: 2 HOURS

DATE: Pick Date **APRIL**

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

- i. Sarova White Sands intends to employ a Public Relations Manager. Explain any FIVE essential skills they should look out for. 10mks
- ii. Explain any FIVE factors to consider when selecting the media to use to deliver PR messages 10mks



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- iii. Public relations practitioners must accurately identify “Stakeholders” with whom they need productive relationships. Explain TWO major categories of stakeholders in Public Relations. 6mks
- iv. State any TWO limitations of using consultants to carry out public relation activities 4mks

QUESTION TWO (20MARKS)

Highlight any FOUR consequences of bad public relations to an organization in the hospitality industry

QUESTION THREE (20MARKS)

Explain FIVE benefits of using social media as an avenue of communicating public relations messages in an organization

QUESTION FOUR (20MARKS)

Discuss the FOUR major steps involved in developing the Public Relations strategy

QUESTION FIVE (20MARKS)

Discuss any FIVE benefits that an organization in the hotel and tourism industry may derive from effective handling of customer complaints



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