



Technical university of Mombasa

School of Humanities and Social Sciences

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR: CERTIFICATE IN MASS COMMUNICATION HMC 1110: PUBLIC RELATIONS END OF SEMESTER EXAMINATION

SERIES: 2024

TIME: 2HOURS

DATE: Pick DateDec2024

Instructions to candidates

You should have the following for this examination

-answer booklet, examination pass and student id

This paper consists of **FOUR** questions. Attemptquestion ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

QUESTION ONE.

- a) List and explain FIVE primary roles of a PR officer. (10marks)
- b) Outline and expound FIVE key categories of PR publics.(10marks)
- c) Describe FIVE trends in the modern PR. (10marks)

QUESTION TWO.

- a) Define below terms:-
 - i. In-House PR Department. (2marks)
 - ii. External PR Agencies.(2marks)
- b) List FOUR positive aspects of maintaining an in-house PR department. (4marks)
- c) Outline THREE limitations of having an in-house PR department. (3marks)
- d) Mention FOUR benefits of engaging an external agency for PR services.(4marks)
- e) Write down THREE Shortcomings of enlisting services of an external PR agency. (3marks)
- f) List TWO factors to consider before choosing between an in-house PR department and an external PR agency for an organization. (2marks)

QUESTION THREE.

a) Define below models of PR

- i. Press Agency/Publicity Model. (2marks)
- ii. Public Information Model. (2marks)
- iii. Two-Way Asymmetrical Model. (2marks)
- iv. Two-Way Symmetrical Model. (2marks)

b) Outline THREE distinctive characteristics of the below models of PR

- i. Two-Way Asymmetrical Model. (3marks)
- ii. Public Information Model. (3marks)
- iii. Press Agency/Publicity Model. (3marks)
- iv. Two-Way Symmetrical Model. (3marks)

QUESTION FOUR.

- a) Explain the ethical considerations that differentiate Public Relations from practices like Propaganda, and how do these considerations impact public perception? (5 marks)
- b) In what ways do Public Relations and Advertising complement each other in a comprehensive marketing strategy? (5 marks)
- c) Explain In what ways has the emergence of digital media influence the progression of Public Relations practices in the 21st century? (5 marks)
- d) Demonstrate how historical events have shaped the development of PR strategies and ethics over the decades? (5 marks)

QUESTION FIVE.

- a) Outline any FIVE stages of the Audience Segmentation Process. (5 marks)
- b) Write FIVE most effective criteria for segmenting audiences in a PR campaign? (5 marks)
- c) Explain how audience research influences the development of targeted PR messages. (5 marks)
- d) Describe how data analytics enhances audience segmentation in Public Relations? (5 marks)