



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: DEC 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 **FIVE** questions.

Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

QUESTION ONE

a) Define below terms.

- i. Public Relations. (2marks)
- ii. Stakeholders. (2marks)
- iii. Media Relations. (2marks)
- iv. Crisis Communication. (2marks)
- v. Communication Strategy. (2marks)
- vi. Branding. (2marks)
- vii. Reputation Management. (2marks)
- viii. Social Media Engagement. (2marks)

- b) List any FOUR publics widely depicted in PR field. (4marks)
- c) Write any FOUR tools used in Media Relations. (4marks)
- d) Outline FOUR ways of Social Media engagement (4marks)
- e) Mention TWO tools used for organizational branding. (2marks)

QUESTION TWO

- a) Define below terms
 - i. Sales. (2marks)
 - ii. Promotion. (2marks)
 - iii. Marketing. (2marks)
 - iv. Propaganda. (2marks)
 - v. Advertising. (2marks)
- b) Explain the contrasting difference of below terms compared to PR.
 - i. Propaganda. (2marks)
 - ii. Promotion. (2marks)
 - iii. Sales. (2marks)
 - iv. Marketing. (2marks)
 - v. Advertising. (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) List and explain FIVE roles of a PR Department in any organization. (10 marks)
- b) List and explain FIVE steps of a PR process. (10 marks)

QUESTION FIVE

- a) Explain FIVE Importance of Audience Segmentation in Public Relations. (10 marks)
- b) Outline any FIVE stages of the Audience Segmentation Process. (5 marks)
- c) List FIVE criteria used in audience Segmentation. (5 marks)

