



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: APRIL 2025

TIME: 2 HOURS

DATE: Pick Date APR 2025

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

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

Do not write on the question paper.

QUESTION ONE (30 Marks)

- a) Define **Public Relations** and explain its key components. (10 marks)
- b) Discuss the importance of PR in shaping an organization's public image, with examples. (10 marks)
- c) Differentiate between **internal publics** and **external publics** in PR. (10 marks)

QUESTION TWO (20 Marks)

- a) Explain any five **core principles of public relations**. (10 marks)
- b) Highlight and describe ethical challenges PR practitioners face. (10 marks)

QUESTION THREE (20 Marks)

- a) List and describe four **PR tools** used to communicate with the public. (10 marks)
- b) Compare **traditional media** and **digital platforms** as PR channels. (10 marks)

QUESTION FOUR (20 Marks)

- a) Outline the steps involved in planning a successful PR campaign. (10 marks)
- b) Explain three key strategies used to build and maintain an organization's reputation. (10 marks)

QUESTION FIVE (20 Marks)

- a) Describe the stages of **crisis management**. (10 marks)
- b) Explain three methods of measuring the success of a PR campaign. (10 marks)