



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:
BACHELOR OF BUSINESS ADMINISTRATION
BACHELOR OF BUSINESS AND OFFICE
BACHELOR OF BROADCAST JOURNALISM

HMC 4317: PUBLIC RELATIONS

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2024

TIME: 2 HOURS

DATE: Pick Date December 2024

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

1. (a) Elaborate TWO ways through which the management function of public relations is utilized in an organization. (4 marks)
- (b) Explain THREE objectives of public relations (6 marks)
- (c) Analyze THREE functions of a public relations officer. (6 marks)
- (d) Distinguish public relations and marketing (4 marks)

(e) Elaborate how you can apply TWO advantages public relations to promote the brand of a company. (4marks)

(f) Analyze TWO principles of public relations. (4marks)

(g) Explain TWO factors to consider when developing a newsletter. (4marks)

Section B: Answer TWO questions

Question TWO

Assume that you are the Communications Manager of TUM. As part of its brand promotions efforts, the university has opened a satellite campus in Nairobi. Develop a press release that highlights the event. (20marks)

Question THREE

Any organization worth its salt must operate within set boundaries. In your role of advising the management, discuss FIVE ethical values by explaining how each can be utilized to promote the image of an organization. (20marks)

Question FOUR

In keeping up with the competitive demands in the market, many organizations have adopted social media as a platform for communicating with stakeholders. Giving relevant examples discuss FIVE impacts or effects of doing so. (20marks).

Question FIVE

In preparation for an upcoming launch of a product of your company, prepare a speech to be presented by the C.E.O highlighting the key aspects of the event. (20marks)