



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:

BACHELOR OF TECHNOLOGY IN HOSPITALITY MANAGEMENT

BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

HMC 4350: PUBLIC RELATIONS

END OF SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME: 2HOURS

DATE: Pick Date April 2025

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) Explain THREE functions of public relations officer. (6marks)
- (b) Elaborate TWO factors to consider when preparing a press release. (4marks)
- (c) Highlight TWO trends evident in public relations industry today. (4marks)
- (d) Explain THREE principles of public relations writing. (6 marks)
- (e) Elaborate THREE roles of media relations (6 marks)
- (f) Explain TWO interview techniques one can use to gather information from a client. (4 marks)

Section B: Answer TWO Questions

Question TWO

Assume that you have been appointed the public relations officer of an IT firm. The company is launching a new product. Design a public relations campaign that will help generate publicity for the new product. (20marks)

Question THREE

Assume that you are a public relations manager of an organization. The company has received news of appointment of a new C.E.O. Design a press/ news release that highlights this new development. (20marks)

Question FOUR

Prepare a media alert that highlights that promotes a new product in an organization. (20marks)

Question FIVE

Discuss FIVE impacts of social media in usage of communication materials when delivering public relations messages in an organization. (20marks)