



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BACHELOR OF BROADCAST JOURNALISM

HMC 4110: PRINCIPLES OF PUBLIC RELATIONS

END OF SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME: 2 HOURS

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

- (a) Explain TWO importance of public relations to an organization. (4 marks)
- (b) Elaborate THREE roles of public relations manager. (6 marks)
- (c) Analyze THREE challenges a public relations officer may face at work solutions for each. (6 marks)
- (d) Elaborate THREE functions of a public relations department in an organization (6 marks)
- (e) Distinguish between In-house PR department and a PR consultancy/ agency. (4 marks)
- (d) Mention TWO characteristics of the Declaration of Principles by Ivy Lee. (4 marks)

Section B: Answer TWO Questions

Question TWO

Communication is an integral part of public relations.

- i. An organization you work for is planning to launch a new product in the market. Assuming that you are the pr manager, develop a press release that highlights key aspects of this event. (14 marks).
- ii. Briefly explain THREE challenges a press release may not be effective as a communication tool. (6 marks)

Question THREE

Public relations work is guided by certain parameters. Giving relevant examples, discuss FIVE basic principles of public relations can be applied/ utilized to improve effectiveness of pr practitioners in their line of work. (20 marks)

Question FOUR

Any reputable organization must be seen to operate within set codes of conduct. Giving relevant examples, discuss FIVE ethical values pr officers are expected to adhere to. (20 marks)

Question FIVE

A company's reputation can either be upheld or damaged by its public relations department effectiveness in performing its functions. Giving relevant examples, discuss FIVE ways pr personnel can implement FIVE advantages Public Relations to ensure a positive reputation. (20 marks)

