



Technical university of Mombasa

School of Humanities and Social Sciences

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:
DIPLOMA IN MASS COMMUNICATION
HMC 2202: PUBLIC RELATIONS
END OF SEMESTER EXAMINATION

SERIES: 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 **FOUR** questions. Attemptquestion ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

QUESTION ONE

a) Define the following. (10marks)

- a) Sales*
- b) Promotion*
- c) Marketing*
- d) Publicity*
- e) Advertising*

b) List TWO distinct features of each of the above. (10marks)

c) Explain the difference of each from PR as a profession. (10marks)

QUESTION TWO

- a) List and explain THREE Key Benefits of Employee Relations to an organization. (6marks)
- b) Explain any TWO components of Employee Relations. (4marks)
- c) Describe any TWO Strategies for Effective Employee Relations. (4marks)
- d) Explain TWO Tools that can be used for Measuring Employee Relations Effectiveness. (4marks)
- e) List any TWO Challenges that can be experienced in Employee Relations. (2marks)

QUESTION THREE

- a) Describe THREE Importance of Audience Segmentation. (6marks)
- b) List FOUR Common Criteria used for Audience Segmentation. (4marks)
- c) Outline FOUR Strategies used for Effective Audience Segmentation. (4marks)
- d) List THREE Implementation Stages in PR Campaigns. (3marks)
- e) Mention THREE Challenges in Audience Segmentation. (3marks)

QUESTION FOUR

- a) Define Strategic Planning in PR. (2marks)
- b) Explain any THREE Key components of Strategic Planning in PR. (6marks)
- c) Explain TWO Importance of integrating PR into Organizational Strategy. (4marks)
- d) Outline and explain the FOUR Steps in Campaign Planning. (8marks)

QUESTION FIVE

- a) Outline THREE importance of Crisis Communication in organizations (3marks)
- b) List FOUR common crisis scenarios for modern organizations (4marks)
- c) Write THREE key components of Crisis Communication planning. (3marks)
- d) Mention TWO best practices in Crisis Communication planning. (2marks)
- e) List down THREE key strategies for effective crisis communication. (3marks)
- f) Outline THREE post-crisis evaluation key components. (3marks)
- g) List TWO key strategies for building resilience in crisis management. (2marks)