



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: AUGUST 2024
TIME: 2 HOURS
DATE: Pick Date Aug 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;

a) Explain FIVE differences:

(i) Between public relations and advertising. (10marks)

(i) Between public relations and marketing. (10 marks)



TUM is ISO 9001:2015 Certified

(iii) Explain FIVE benefits of hiring a public relations firm. (10 marks)

Question TWO

Discuss TEN types of public relations. (20 marks)

Question THREE

- a) Define the term "Segmentation." (2 marks)
- b) Explain SIX types of segmentation. (18 marks)

Question FOUR

- a) Explain the term 'crisis.' (4 marks.)
- b) Based on a case study discussed in class. Explain the organization achieved the best practice criteria. (16 marks)

Question FIVE

Discuss the nature of public relations. (20 marks)



TUM is ISO 9001:2015 Certified