



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION

(MASS II)

BMC 1112: INTRODUCTION TO PUBLIC RELATIONS

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2014

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A** & **B**.
- Section **A** is **Compulsory**.
- Answer any other **TWO** questions in Section **B**.

This paper consists of Three printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Discuss the following public relations concepts:
- i) Corporate identity (5 marks)
 - ii) Corporate image (5 marks)
 - iii) Corporate reputation (5 marks)
- b) People often assume that public relation is some of marketing drive or publicity that companies indulge in. Distinguish public relations from:
- i) Marketing (5 marks)
 - ii) Publicity (5 marks)
- c) Identify the importance of planning for any public relations practitioner. (4 marks)
- d) Name the key public that the Technical University of Mombasa has. (1 mark)

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Martha is the human resource manager at Deluxe Ltd, a medium sized engineering company. She sees the need for public relations in her company. The top management insists that they do not need a full time public relations department in the firm but Martha thinks it is really necessary. Using **FIVE** points assist Martha in convincing them. (10 marks)
- b) Outline any **FIVE** audiences that Martha's company has. (5 marks)
- c) Explain any **TWO** channels of communication that Martha's company would use to communicate to any of its audiences. (5 marks)

QUESTION 3

- a) Discuss the contribution of the below mentioned individuals to the practice of public relations.
- i) Ivy Ledbetter Lee (3 marks)
 - ii) Edward Louis Bernays (3 marks)
- b) Public relation is not advertising. Explain. (4 marks)
- c) Discuss the **FIVE** possible images a company could have at any one time. (10 marks)

QUESTION 4

- a) Media relations is one of the activities that takes place in a public relations department. List any **THREE** points why it is important to have good relations with the media. (3 marks)

- b) Identify any **THREE** types of channels provided by the media that Public Relations practitioners use to communicate to their publics. **(3 marks)**
- c) Apart from media relations, outline any other **SEVEN** activities that take place in a Public Relations department. **(14 marks)**