



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4317: FOUNDATION OF PUBLIC RELATION

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: OCTOBER 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 Two printed pages***

SECTION A (Compulsory)

QUESTION 1

- a) Distinguish between:
 - i) Public Relations and Advertising. **(2 marks)**
 - ii) Public Relations and Marketing **(2 marks)**
- b) Differentiate Branding from Brand Equity. **(4 marks)**
- c) Describe how corporate lobby. **(2 marks)**
- d) Explain any **FIVE** main activities of Public Relations. **(10 marks)**
- e) Describe the benefits of a Public Relations planning. **(10 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

“Do you RACE into Public Relations tasks.... Do them with GRACE..... as work like an ACE...?”

Discuss.

(20 marks)

QUESTION 3

a) Outline the process of Public Relations in maximizing its awareness.

(10 marks)

b) Explain the importance of the publicity phase of the Kenyan Government Public Relations versus the international criminal court in (Hague) Geneva.

(10 marks)

QUESTION 4

Discuss the importance of Public Relations having a good working relations with the media; as a cornerstone and synonymous to generate media coverage.

(20 marks)