



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 4118: INTRODUCTION TO PRINCIPLES OF PUBLIC RELATIONS

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: MARCH 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) Define Public Relations. (2 marks)

 - b) Explain the following characteristics of PR:
 - i) Counseling management (4 marks)
 - ii) Planning and research (4 marks)

 - c) Giving examples explain the following elements related to PR planning:
 - i) Situation analysis (5 marks)
 - ii) Media selection (5 marks)
 - iii) Defining publics (5 marks)

 - d) Differentiate between mirror image and corporate image. (5 marks)
-

SECTION B (Answer any Two Questions)

QUESTION 2

Explain the communication methods available to a PR officer working in a developing country.

(20

marks)

QUESTION 3

Giving relevant examples, discuss the three P's of crisis management.

(20 marks)

QUESTION 4

In relation to internal PR discuss:

a) Upwards communication.

(10 marks)

b) Sideways communication.

(10 marks)

QUESTION 5

You have been selected to organize Mr and Ms TUM 2014. Discuss at least **FIVE** important aspects to consider when planning the event.

(20 marks)