



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 2)

BMC 2111: PUBLIC RELATIONS

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: FEBRUARY 2013

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) In relation to any organisation of your choice, discuss at least any **FIVE** of their publics and how they affect or are affected by the organization. **(15 marks)**
- b) Critically examine the qualities of a good PR practitioner. **(15 marks)**

SECTION B (Answer any **TWO** questions)

QUESTION 2

Discuss the various components of PR in an organization. **(20 marks)**

QUESTION 3

Discuss the different types of image that a company can have. **(20 marks)**

QUESTION 4

Outline the various tools that can be used to communicate to an organizations public. **(20 marks)**