



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION

(MASS II)

BMC 1114: INTRODUCTION TO 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 (C ompulsory)

QUESTION 1

- a) Explain the following terms: (10 marks)
- i) Coperate identity
 - ii) House journal
 - iii) Marketing
 - iv) Sales promotion
 - v) Propaganda
- b) Explain the financial differences between Advertising and Public Relations. (10 marks)
- c) State and explain **FIVE** kinds of images that are likely to be found in an organisation. (10 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Explain the I.P.R definitions. (12 marks)
- b) Identify the **FOUR** specialized task of a PR manager. (8 marks)

QUESTION 3

- a) Explain **SEVEN** qualities that are required of a PR practitioner. (14 marks)
- b) Identify and explain the responsibilities of a PR manager.](6 marks)

QUESTION 4

Explain **TEN** publics you are likely to encounter for a banking institutions. (20 marks)

QUESTION 5

- a) Explain the elements of the **SIX** point PR planning mode. (12 marks)
- b) Outline **EIGHT** methods of appreciating a situation in a PR program. (8 marks)