



# 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**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 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) With reference to the Mexican statement discuss the characteristics of Public relations. **(15 marks)**
- b) Discuss the ethical issues that a PR Practitioner has to deal with during the conduct of his work. **(15 marks)**

## **SECTION B (Attempt any TWO questions)**

### **QUESTION 2**

Distinguish between the professions of marketing and Public Relations. **(20 marks)**

### **QUESTION 3**

Outline the various ways in which the publics of an organisation can be categorized. **(20 marks)**

### **QUESTION 4**

The adage goes that image is everything. Explain the various types of image that an organisation can have at any one time. **(20 marks)**