



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 RELATION

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) Explain the following terms as used in Public Relations:
- i) Marketing
 - ii) Publicity
 - iii) Propaganda
 - iv) Advertising
 - v) Publics
- (10 marks)**
- b) i) Explain the IPR definition of Public Relations. **(5 marks)**
- ii) Identify **TEN** publics that any professional organisation is likely to encounter in its operation. **(10 marks)**
- iii) Outline **FIVE** special characteristics of television as a medium of communication. **(5 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Explain **FOUR** reasons for planning PR programs. **(8 marks)**
- b) Outlining reasons explain what makes a good PR Practitioner. **(12 marks)**

QUESTION 3

- a) Describe **FIVE** principles of good Press Relations. **(10 marks)**
- b) List **TEN** activities which a PR Manager of an insurance company is likely to engage in. **(10 marks)**

QUESTION 4

- a) Describe **FIVE** kinds of images that can be achieved in a Public Relations organisation. **(10 marks)**
- b) Analyse how Safaricom Company has done in its effort to create understanding to its client. **(10 marks)**