



# **TECHNICAL UNIVERSITY OF MOMBASA**

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 2)

**BMC 2204 : PUBLIC RELATIONS**

END OF SEMESTER EXAMINATIONS

**SERIES:** DECEMBER 2013

**TIME:** 2 HOURS

## **INSTRUCTIONS:**

- This paper consists of **TWO** Sections **A & B**.
- Answer all questions in Section **A** .
- Answer any other **Two** questions in Section **B**.

***This paper consists of Three printed pages.***

## SECTION A (Compulsory)

### QUESTION 1

Distinguish Public Relations from:

- a) Marketing (3marks)
- b) Sales promotion (3marks)
- c) Advertising (3marks)

### QUESTION 2

What FOUR lessons can you draw from the history of public relation for the discipline today? (4marks)

### QUESTION 3

Apart from internal/Employee relations, which other sectors does a Public relations officer focus on?

(6marks)

### QUESTION 4

Discuss SIX reasons why a public relations officer has to relate with his/her colleagues in the media industry. (6marks)

### QUESTION 5

How would a public relation officer defend the Public Relations Department against the allegation that the Department spends money with no tangible results. (4marks)

## SECTION B. (Choose two Questions)

### QUESTION 6

Mzalendo Consultancy- an organization you work for has been contracted to, recruit a public relations officer for Waalimu Sacco. Prepare a brief for the SACCO focusing on:-

- a) Ideal qualities of a Public Relations officer. (5marks)
- b) Roles and duties of PRO. (5marks)

### QUESTION 7

Coast Bus Company has come to the realization that it must engage its publics. The company is however yet to decide whether it will use an in house Public Relations department or hire a PR consultancy firm. Advise Coast Bus on the best option. (20marks)

### QUESTION 8

Evaluate the use of the following to the Public relations function

- a) Internet (5marks)
- b) Mass media (10marks)
- c) Staff uniform (5marks)

### **QUESTION 9**

What factors do you consider when writing a news release? (20marks)