

20

MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY

UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER

FOR THE DEGREE OF BACHELOR OF JOURNALISM & MASS
COMMUNICATION

COURSE CODE: JMC 408

COURSE TITLE: PUBLIC RELATIONS AND MASS MEDIA

DATE: 21/04/2023

TIME: 3.00 PM-5.00 PM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **THREE** Questions

TIME: 2 Hours

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

FOR THE UNIVERSITY OF MASINDE MULIRO
MMUST observes **ZERO** tolerance to examination cheating

QUESTION ONE

- a) Just before you end your day, you receive a call from a journalist who works for a local media house. He has just received a tip off that your finance officer has been misusing the organizations resources and therefore as a practice, you are supposed to give your response. The truth is you are aware organization funds have been misused. As a PRO, if this story goes on air, how will it affect your organization? (10 marks)
- b) Explain how you will control the coverage of the story (10 marks)
- c) In case the story above goes on Air, explain how you will do damage control and image restoration of your organization (10 Marks)

QUESTION TWO

- a) "As a PRO, you are relevant if you understand the mind of a journalist. If possible, you should be ahead of the journalist" Do you agree or disagree with this statement? Discuss (10 Marks)
- b) You are a Public relations officer of company XYZ. You wake up to a story stating that your company has been mentioned in a major scandal. Identify FIVE techniques you will use to manage further news coverage and damage control in the media (10 marks)
- c) Why do you think it is important to consider timing when dealing with the Mass Media? (10 Marks)

QUESTION THREE

- a) Explain what you understand by the term "*Information marketplace*" and demonstrate its importance to a PR practitioner. (10 marks)
- b) As a PRO, explain factors you would consider at the information marketplace (10 marks)

QUESTION FOUR

Sometimes it is important to employ the stick and the carrot strategy when dealing with journalism. As a PRO explain the importance of this strategy (20marks)

QUESTION FIVE

- a. Define Media buying and explain factors to consider in Media buying (10 marks)
- b. Discuss different ways you would enhance publicity of your organization (10 marks)