



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS/MUMIAS

UNIVERSITY EXAMINATIONS

2015/2016 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER EXAMINATION

BACHELOR IN EDUCATION (ARTS)

COURSE CODE: LIT 300

COURSE TITLE: ADVANCED LITERARY THEORY

DATE: Wednesday 10th December, 2015 TIME: 4: 00.m. – 7: 00 p.m

INSTRUCTIONS TO CANDIDATES

Answer Questio 1 (ONE) and any OTHER TWO questions.

This paper consists of two (2) pages. Please turn over

MMUST observes ZERO tolerance to examination cheating

1. Upon completing your diploma at MMUST, you are invited by the Kakamega County office to be interviewed for the position of public relations officer.
 - (a) As you are entering the board room you notice that all eyes are on you. Explain in five paragraphs what you think the panel members may be looking for? (15 Marks)
 - (b) List some of the functions or duties delegated to the public affairs in an organization. (15 Marks)
2. As we have learnt, communication is the art of transmitting information, ideas and attitudes.
 - (a) List four aspects of the communication process (10 Marks)
 - (b) What do you understand by the term “Channel noise” and how can it be reduced in order for communication to be clearer? (10 Marks)
3. You have landed a job with the East African Industries as its public relations officer. What do you see as some of the responsibilities attached to this position? (20 Marks)
4. It is true that “press agentry” is not the same as “publicity”. How do you define the two terms if they were to be understood? (20 Marks)

DPA 107: Principles of Public Relations



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MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2014/2015 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER EXAMINATIONS

DIPLOMA IN PUBLIC RELATIONS AND CREATIVE

ADVERTISING

COURSE CODE: DPA: 110

COURSE TITLE: COMMUNICATION AND CULTURE

DATE: TIME:

INSTRUCTIONS TO CANDIDATES

Question ONE (1) is compulsory

Answer THREE (3) questions

TIME: 2 Hours



1.

MMUST observes ZERO tolerance to examination cheating
a) By use of any five points, discuss the importance of studying cross cultural communication by Public relations practitioners (15 marks)

b) Make short notes on the following (15 marks)

i) Cultural relativism

ii) High-context cultures

iii) Sub-cultural communication

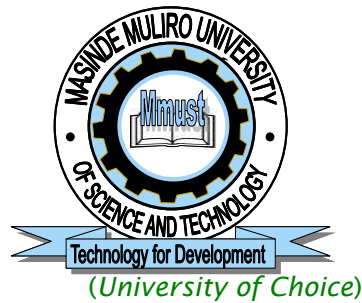
iv) Stereotyping

v) Haptic communication

2. Mary is a student from a high-context culture, who is doing her studies in a university that is based in a low-context cultural setting. Discuss any five challenges that Mary is likely to encounter while communicating with her peers at the university (20 marks)

3. Your best friend, Anne, is always complaining that her husband does not listen to her when she tries to communicate to him. As a student of cross cultural communication, explain to Anne any five differences that occur in male and female communication, so that she can understand her husband's communication better (20 marks)

4. Basing your argument on the various modes of nonverbal communication, explain any five challenges that two people from two different cultures may encounter while communicating to one another (20 marks)



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2014/2015 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER EXAMINATIONS

DIPLOMA IN PUBLIC RELATIONS AND CREATIVE

ADVERTISING

COURSE CODE: DPA: 111

COURSE TITLE: MEDIA RELATIONS AND MANAGEMENT

DATE: TIME:

INSTRUCTIONS TO CANDIDATES

Question ONE (1) is compulsory

Answer THREE (3) questions

TIME: 2 Hours

Q. 1. You are the public relations officer of beverages manufacturing company. For the last one week now, consumers are complaining of stomach-ache and poor of vision after taking your products.

- a) Write a press release intended to achieve damage control. (15 Marks)
- b) Explain five ways through which public relations practitioners use media (15 Marks)

Q. 2. Discuss the management roles of the public relations practitioner in an organization. (20 Marks)

Q. 3. Define the following Terms:

- a) Image building
- b) External Communication
- c) Public Relations
- d) Journalism
- e) Hard News

Q. 4. a) What is News Media (5 Marks)

b) Discuss how New Media has made easier the work of a public relations practitioner. (10 Marks)

Q. 5. (a) What are the journalistic skills?

b) With examples, discuss why a public relations practitioner requires journalistic skills.



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2014/2015 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER EXAMINATIONS

DIPLOMA IN PUBLIC RELATIONS AND CREATIVE

ADVERTISING

COURSE CODE: DPA: 112

COURSE TITLE: INTRODUCTION TO COPYWRITING

DATE: TIME:

INSTRUCTIONS TO CANDIDATES

Question ONE (1) is compulsory

Answer THREE (3) questions

TIME: 2 Hours

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1. Study the Advertisement attached carefully.
 - a) Describe what you believe to be the advertiser's message strategy (15 marks)
 - b) Correlate the key format elements of the ad with the steps on the copywriter's creative pyramid (15 marks)

2. Explain, giving examples, the following terms as used in copywriting:
 - a) Alliteration
 - b) Typography
 - c) Slogan
 - d) Readability (20 Marks)

3. Discuss, giving relevant examples, any four copy devices. (20 marks)

4. As a copywriter, one is advised to be aware of some of the basic needs and desires of customers. Explain any four such needs. (20 Marks)

5. a) What is a storyboard? (3 Marks)
b) Discuss its role in advertising. (17 marks)



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2014/2015 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER EXAMINATIONS

DIPLOMA IN PUBLIC RELATIONS AND CREATIVE

ADVERTISING

COURSE CODE: DPA: 113

**COURSE TITLE: CREATIVE AND APPLIED THINKING
SKILLS**

DATE:

TIME:

INSTRUCTIONS TO CANDIDATES

Question ONE (1) is compulsory

Answer THREE (3) questions

TIME: 2 Hours

c) Imagine that you have to resolve a problem with your employees in your company using creative thinking skills. Which techniques you should use? Explain each one.
(25 marks)

d) What is critical thinking and what is creative thinking. Discuss the meaning and differences of each one.
(15 marks)

e) Discuss the positive attitudes for creativity

(15 marks)

f) What are the myths of creative thinking?

(15 marks)

g) Explain what is creativity?

(15 marks)