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

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER EXAMINATIONS

FOR THE DEGREE

OF

**BACHELOR OF SCIENCE IN JOURNALISM AND MASS
COMMUNICATION**

COURSE CODE: JMC 104

**COURSE TITLE: INTRODUCTION TO PUBLIC RELATIONS AND
ADVERTISING**

DATE: 11/04/2023

TIME: 8.00 am-10.00 am

INSTRUCTIONS TO CANDIDATES

Answer **THREE (3)** Questions. **Question 1 (One) is compulsory**

TIME: 2 Hours

MMUST observes **ZERO** tolerance to examination cheating.

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

QUESTION 1

- a) Public relations and advertising can be erroneously overlapped. Based on key defining features establish the difference between the two. (6mks)
- b) Outline four tools of integrated marketing communications (4mks).
- c) Using relevant examples describe the features of advertising as stated by the American Marketing Association. (20mks)

QUESTION 2

- a) Briefly explain the interface between advertising and brand building (5mks)
- b) Explain the main approaches in brand building (15mks)

QUESTION 3

- a) Debate has been on regarding how advertising and sales relate. Stating your position illustrate your views in contribution to this debate (20mks)

QUESTION 4

- a) You found a stubborn real estate business-man who does not appreciate public relation in practice. Using examples relevant to his business convince him to appreciate the relevance of public relations (20mks)

QUESTION 5

- a) Integrated marketing Communications and public relations campaigns can be used concurrently. Explain (20mks)