

260



(University of Choice)

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

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS  
2023/2024 ACADEMIC YEAR**

**MAIN EXAMINATIONS**

**FOR THE DEGREE  
OF  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

**COURSE CODE: JMC 115**

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

**DATE: 19/12/2023**

**TIME: 3.00 pm-5.00 pm**

---

**INSTRUCTIONS TO CANDIDATES**

Answer **QUESTION 1** and any other **TWO QUESTIONS**.

TIME: 2 Hours

MMUST observes **ZERO** tolerance to examination cheating

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

1. a) Explain in detail the difference between Public Relations and Advertising. (10 marks)  
b) Discuss the various forms of media used by public relations and advertising officers of any organization to achieve their functions (20 marks)
2. As a public relations practitioner, your task is to identify your publics. Discuss the different categories of publics according to Frank Jefkins. (20 marks)
3. Explain factors you would consider while selecting public relations and advertising media. (20 marks)
4. Discuss the four roles of advertising in the society (20 marks)
5. Explain the various tasks of public relations manager in an organization. (20 marks)
  - a) Explain the difference between public relations and advertising.
  - b) Discuss the various forms of media used by public relations and advertising officers of any organization to achieve their functions.
2. As a public relations practitioner, your task is to identify your publics. Discuss the different categories of publics according to Frank Jefkins.
3. Explain factors you would consider while selecting public relations and advertising media. (20 marks)
4. Discuss the four roles of advertising in the society (20 marks)
5. Explain the various tasks of public relations manager in an organization. (20 marks)