



(University of Choice)

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

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS  
2023/2024 ACADEMIC YEAR  
SECOND YEAR MAIN EXAMINATIONS  
FOR DEGREE**

**OF**

**JOURNALISM AND MASS COMMUNICATION**

**COURSE CODE: JMC 200**

**COURSE TITLE: PUBLIC RELATIONS PRINCIPLES AND  
PRACTICES**

**DATE: 05/12/2023**

**TIME: 8.00 am-10.00 am**

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**INSTRUCTIONS TO CANDIDATES**

Question ONE (1) is compulsory and any other TWO questions  
Answer THREE (3) questions in total

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

JMC 200: PUBLIC RELATIONS PRINCIPLES AND PRACTICES

1. a) "Any organization that has a stake about how it is perceived by the general public employs some level of PR". With this statement in mind, explain in detail the role of the PR in an organization **(15 marks)**

b) Write short notes on the following terms

- i. PR campaign **(3 marks)**
- ii. Evaluation in PR **(3 marks)**
- iii. Press conferences **(3 marks)**
- iv. Image communication **(3 marks)**
- v. PR transfer process **(3 marks)**

2. Public Relations is: an art and a social science. Discuss this factor using the techniques employed in propaganda as a guide. **(20 marks)**

3. Recent advances in technology have seen organizations having to adjust their communication techniques in order to maintain and attract more customers. Discuss the impact of social media on Public Relations as a profession and how this has also affected 'traditional' forms of communication within PR. **(20 marks)**

4. You have recently opened a factory that makes confectionaries (cakes, cookies, sweets...) in Kakamega town, bearing in mind that publics are influenced by knowledge and involvement;

- a) Identify your external publics and their typology **(8 marks)**
- b) Describe how their presence would affect their existence and growth of your factory. **(12 marks)**

5. When an organization decides to engage in Corporate Social Responsibility (CSR), we call it 'positive stance'. When it does not, we call it 'negative stance'. Discuss this point against the backdrop of a growing competitive market. **(20 marks)**