



(University of Choice)

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

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS  
2022/2023 ACADEMIC YEAR**

**FOURTH YEAR SEMESTER EXAMINATIONS**

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

**COURSE CODE:** JMC 401

**COURSE TITLE:** ADVANCED PUBLIC RELATIONS

**DATE:** 15/12/2023

**TIME:** 8.00 am-10.00 am

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**INSTRUCTIONS TO THE CANDIDATE**

Answer **Question 1** and any other **TWO (2)** questions.

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

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

1. (i) Explain why the employees are considered to be the most important public in an organization **(15 Marks)**
- (ii) List and explain any 5 arts of effective public relations **(15 marks)**
2. Explain the importance of research for a PR practitioner **(20 Marks)**
3. The Chief Executive Officer is the senior most PRO in an organization. Explain the validity of this statement **(20 Marks)**
4. In planning for a PR campaign, there are certain key questions that a PR practitioner must ask. List them and explain their importance **(20 Marks)**
5. Some school of thought says that public relations has lost the battle of supremacy to marketing, what is your take? What are the similarities and differences? **(20 Marks)**

(15 Marks)

- (ii) List and explain any 5 arts of effective public relations **(15 marks)**

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