



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2019/2020 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER**

SPECIAL/SUPPLEMENTARY EXAMINATION

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

COURSE CODE: JMC 403

COURSE TITLE: PUBLIC RELATIONS AND MASS MEDIA

DATE: ^{2ND} FEBRUARY, 2021

TIME: 11.00AM - 1.00PM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions

TIME: 2 Hours

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

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

QUESTION ONE – COMPULSORY (30 MARKS)

- a) You are a Public relations officer of company XYZ. Your boss has been involved in a scandal and members of the press have the information. Identify FIVE techniques you will use to manage the news coverage. (10 marks)
- b) Media and Public Relations heavily rely on one another for survival. Discuss. (10 marks)
- c) As a PRO, discuss the importance of timing when dealing with the mass media. (10 marks)

QUESTION TWO (20 MARKS)

Sometimes it is important to employ the stick and the carrot strategy when dealing with journalism. As a PRO explain the importance of this strategy.

QUESTION THREE (20 MARKS)

- a) Explain what you understand by the term “*Information marketplace*” and demonstrate its importance to a PR practitioner. (10 marks)
- b) Define Media buying and explain factors to consider in Media buying. (10 marks)

QUESTION FOUR (20 MARKS)

Identify and discuss Publicity tools used in internal and external publics.

QUESTION FIVE (20 MARKS)

Identify and explain Challenges facing the practice of Public Relations Practice in Kenya.