



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2020/2021 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

FOR THE DEGREE OF

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

COURSE CODE: JMC 403

COURSE TITLE: PUBLIC RELATIONS AND THE MASS MEDIA

DATE: 21ST JANUARY, 2022

TIME: 2.00 - 4.00PM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions. Do not duplicate illustrations.

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) The relationship between Public relations and Journalism is mutual. Discuss. (10 marks)
- b) You are in charge of Communication office for Kimilili Member of Parliament. Your boss has been captured on video assaulting a contractor and members of the press have come to you so that you respond to some of the allegations levied against your boss. Identify FIVE techniques you will use to manage the news coverage. (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.