



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2021/2022 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER**

MAIN EXAMINATION

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

COURSE CODE: JMA 422

COURSE TITLE: PUBLIC RELATIONS AND MASS MEDIA

DATE: 7TH SEPTEMBER, 2022

TIME: 9.00 - 11.00AM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **THREE** 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) Just before you end your day, you receive a call from a journalist who works for a local media house. He has just received a tip off that your finance officer has been misusing the organizations resources and therefore as a practice, you are supposed to give your response. The truth is you are aware organization funds have been misused. As a PRO, if this story goes on air, how will it affect your organization? (10 marks)
- b) Explain how you will control the coverage of the story. (10 marks)
- c) In case the story above goes on Air, explain how you will do damage control and image restoration of your organization. (10 marks)

QUESTION TWO (20 MARKS)

- a) "As a PRO, you are relevant if you understand the mind of a journalist. If possible, you should be ahead of the journalist" Do you agree or disagree with this statement? Discuss. (10 marks)
- b) You are a Public relations officer of company XYZ. You wake up to a story stating that your company has been mentioned in a major scandal. Identify FIVE techniques you will use to manage further news coverage and damage control in the media. (10 marks)
- c) Why do you think it is important to consider timing when dealing with the Mass Media? (10 marks)

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) As a PRO, explain factors you would consider at the information marketplace. (10 marks)

QUESTION FOUR (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 FIVE (20 MARKS)

- a) Define Media buying and explain factors to consider in Media buying. (10 marks)
- b) Discuss different ways you would enhance publicity of your organization. (10 marks)