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## UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR  
FOURTH YEAR SECOND SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

FOR THE DEGREE OF  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

COURSE CODE: JMA 422

COURSE TITLE: PUBLIC RELATIONS AND MASS MEDIA

DATE: 21<sup>ST</sup> NOVEMBER, 2022

TIME: 11.00AM - 1.00PM

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### INSTRUCTION TO CANDIDATES

Answer Question ONE and any other THREE Questions

TIME: 2 Hours

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

**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)**

Discuss media tool Kit as applied in the practice of Public relations. (10 marks)

Identify and discuss Publicity tools used in internal and external publics. (10 marks)

**QUESTION FIVE (20 MARKS)**

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