

MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

***FOURTH* YEAR/ *FIRST* SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES**

**BACHELOR OF SCIENCE IN COMMUNICATION & PUBLIC RELATIONS/JOURNALISM**

**COURSE CODE: CMM 406**

**COURSE TITLE:** **WRITING FOR PUBLIC RELATIONS & MASS MEDIA**

**DATE: JANUARY, 2017 TIME: 11AM-1PM**

**INSTRUCTIONS TO CANDIDATES**

1. Answer Question **ONE** and any other **TWO** questions

*This paper consists of* ***TWO*** *printed pages. Please turn over.*

1. You were hired as a public relations officer of Maasai Mara University and requested by the management to prepare and send a press release to the media concerning the launch of an MA programme in corporate communication. In view of this,
2. Briefly explain the FIVE issues to consider before writing the press release. **(10 mks)**
3. Prepare a press release following the appropriate format.

**(10 mks)**

1. Explain any FIVE guidelines that you will observe when using photographs on press releases. **(10 mks)**
2. Prepare a position paper responding to a controversial issue of your choice. Use appropriate steps and format. **(20 mks)**
3. (a) “Public relations officers and journalists have a symbiotic relationship.” Discuss using relevant examples. **(10 mks)**

(b) Explain any FIVE *dos* and FIVE *donts* on the relationship between the two professions. Use relevant examples. **(10 mks)**

1. Your organization has undergone a financial crisis and is in the process of recovering from it. In view of this, prepare a situation analysis with an appropriate format. **(20 mks)**
2. Using relevant examples, discuss any FIVE ethical obligations that you will observe as a public relations writer. Justify each of your answers

**(20 mks)**

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**BACHELOR OF SCIENCE IN COMMUNICATION & PUBLIC RELATIONS**

**COURSE CODE: CMM 403**

**COURSE TITLE:** **COMMUNICATION**

**AESTHETICS**

**DATE: DECEMBER, 2016 TIME: 2HRS**

**INSTRUCTIONS TO CANDIDATES**

1. Answer Question **ONE** and any other **TWO** questions

*This paper consists of* ***TWO*** *printed pages. Please turn over.*

1. You are the public relations officer of Maasai Mara University and you are to prepare a talk on various communication systems existing in organizations. In view of this,
2. Define the term “communication systems” **(5mks)**
3. Discuss the FIVE key communication systems that organizations use in their operations. Use relevant examples.

**(10 mks)**

( c) Develop a critique for each of the systems discussed above.

Use relevant examples. **(10 mks)**

(d ) Using relevant examples, explain any SEVEN significance of

having a communication system in an organization. **(7 mks)**

1. Explain the following concepts. Use relevant examples.
2. Ambiguity **(5mks)**
3. Appropriateness **(5mks)**
4. Conventional **(5mks)**
5. Semiotics **(5 mks)**
6. Using relevant examples, discuss any FIVE aesthetics theories

**(20 mks)**

1. Discuss any FIVE reasons why communication aesthetics is relevant for a public relations officer **(20 mks)**
2. Describe the THREE key emon approaches to the study of aesthetics. Use relevant examples **(20 mks)**

**//END**