

**W1-2-60-1-6**

JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

# **UNIVERSITY EXAMINATIONS 2018/2019**

THIRD YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF MASS COMMUNICATION

**HSR 2304 : PUBLIC RELATIONS METHODS**

DATE: APRIL 2019 TIME: 2 HOURS

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**INSTRUCTIONS:**

**ANSWER QUESTION ONE [COMPULSORY] AND ANY OTHER TWO**

**QUESTIONS**

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**QUESTION ONE [30 MARKS]**

1. You have been asked to write a feature article on research and development in JKUAT. Explain five ways you would generate information for this feature. [10 marks]
2. Explain any five tools of PR that you can use to create awareness about your organization . [10 marks]
3. Public Relations practitioners are cautioned not to think of audience as monolithic but diverse. Explain the meaning of this statement. [10 marks]

**QUESTION TWO [20 MARKS]**

(a) Distinguish between the following :-

(i) Public relations and advertising

(ii) Press conference and press release

(iii) Personality profile and biography

(iv) Organization profile and case study [8 marks]

(b) Discuss any five rules to adhere to while planning and preparing a speech.

[10 marks]

**QUESTION THREE [20 MARKS]**

1. Explain any reasons public relations programs should use a variety of messages and communication channels [10 marks]
2. Assume you are the public relations officer at JKUAT. Write a general press release on JKUAT career fare 2019. [10 marks]

**QUESTION FOUR [20 MARKS]**

1. Write a bulletin asking employees of your organization to submit articles for the organization s quarterly magazine. [10 marks]
2. Explain any five ways public relations can get coverage on broadcast media (tv and radio) [10 marks].