

CHUKA

UNIVERSITY



UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DIPLOMA IN JOURNALISM AND
MASS COMMUNICATION**

DJMC 0115: PUBLIC RELATIONS AND ADVERTISING

STREAMS: DJMC

TIME: 2 HOURS

DAY/DATE: MONDAY 27/09/2021

2.30 P.M. – 4.30 P.M.

SECTION A: 30 MARKS

1. a) so misunderstood is public relations that the last place to look for satisfactory definition is a dictionary. Give clear distinctions between PR and the following terms:
 - i. propaganda
 - ii. marketing
 - iii. publicity
 - iv. sales promotion
 - v. advertising (10 marks)
- b) Evaluate the impact of advertising in the society. (20 marks)

SECTION B (40 MARKS)

2. Examine the need for government to regulate advertising. (20 marks)
 3. Discuss five public relations portrayals within and outside the organization. (20 marks)
 4. Analyze five roles of advertising in communication. (20 marks)
 5. Explain what confronts most PR practitioners in the classic PR situation. (20 marks)
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