

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

DJMC 0115 : PUBLIC RELATIONS AND ADVERTISING

STREAMS:

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 31/3/2021

2.30 PM – 4.30 PM

INSTRUCTIONS:

- **Answer all questions in section A and any other two in section B.**
- **Write legibly.**
- **Exam cheating is a serious offense.**

SECTION A: 30 MARKS

1. a). PR seems more misunderstood than practically any other business. Many believe that PR can create favourable images for organization or that it can polish a tarnished image. Explain the reality of these misconceptions. (15 marks)

b). Write brief notes on five appeals that advertisers do use to get customers' attention (15 marks)

SECTION B: 40 MARKS

2. PR as any discipline has a legal framework within which it operates. Discuss ethical dilemmas that a practitioner may be faced in the course of duty. (20 marks)
 3. Differentiate advertising from other forms of promotional activities (20 marks)
 4. Discuss five reasonable emerging issues in PR practice (20 marks)
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