

UNIVERSITY EXAMINATION

CHUKA



UNIVERSITY

RESIT/SPECIAL EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN JOURNALISM AND MASS COMMUNICATION

DJMC 0115: PUBLIC RELATIONS AND EDVERTISING

STREAMS:

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 05/05/2021

2.30 P.M – 4.30 P.M

INSTRUCTIONS:

- 1) Answer three questions
- 2) Question one is compulsory
- 3) Write legibly
- 4) Exam cheating is a serious offense

SECTION A: 30 MARKS

1(a) Public Relations is as old as humanity. Explain. (15marks)

(b) Distinguish advertising from public relations, marketing and advocacy. (15 marks)

SECTION B: 40 MARKS

2. Using relevant examples discuss the role of advertising in the marketing mix. (20 marks)

3. The media need completely different treatment and approach from that given to the other publics of Public Relations. Examine this statement. (20 marks)

4. Analyze the role played by PR in corporate crisis management. (20 marks)

5. Justify how advertising helps determine our social identity, defines our gender roles and shapes our attitudes. (20 marks)
