



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE CERTIFICATE IN COMMUNICATION AND MEDIA (CITY CAMPUS)

ACPR 0010: INTRODUCTION TO PUBLIC RELATIONS

Date: 17th July, 2013

Time: 9.00 – 11.a.m.

INSTRUCTIONS

- ◆ Answer Question ONE and any other TWO questions.



CERTIFICATE

CITY CAMPUS

1st year 1st Semester

ACPR 0010: INTRODUCTION TO PUBLIC RELATIONS

INSTRUCTIONS: Answer any Three Questions including Question ONE.

Duration 2 hours

1.
 - a. Define Public Relations according to any pioneer of PR. (2 marks)
 - b. Discuss any four misconceptions about PR (8 marks)
 - c. Explain as a management function (10 marks)
 - d. Describe the qualities of a good PR Practitioner (10 Marks)

2.
 - a. Define Media relations (2 marks)
 - b. Explain the functions of media relations in an organization (10 marks)
 - c. Explain the principles of good media relation for a PR practitioner (8 marks)

3. Distinguish PR from;
 - a. Advertising (10 marks)
 - b. Journalism (10 marks)

4. Explain the contribution of any two of the following pioneers to modern PR practice:
 - a. Ivy Ledbetter Lee (10 marks)
 - b. Henry Ford (10 marks)
 - c. Edward Bernays (10 marks)

5. PR operations in an organization can be undertaken by either an internal PR department and or a PR consultancy. Discuss the advantages of each. (20 marks)



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FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR
THE CERTIFICATE IN COMMUNICATION AND MEDIA
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ACPR 0011: INTRODUCTION TO ADVERTISING

Date: 19th July, 2013

Time: 9.00 – 11.a.m.

INSTRUCTIONS

- ◆ Answer Question ONE and any other TWO questions.



CERTIFICATE IN COMMUNICATION AND MEDIA TECHNOLOGY

1st year 1st Semester (CITY CAMPUS)

ACPR 0011: INTRODUCTION TO ADVERTISING

Instructions: Answer **Three** Questions. Question **ONE** is compulsory.

Duration: 2 hours

1. Explain the socio-cultural and psychological factors which influence consumer buying behavior (30 marks)

2. a) Define advertising (5 Marks)
b) Identify the key concepts of Advertising (5 Marks)
c) Discuss the roles and functions of advertising within a society (10 Marks)

3. Identify five departments in an advertising agency and explain their functions (20 Marks)

- 4 Explain four key ethical issues in the practice of advertising industry. (20 Marks)

5. Describe the strengths and weaknesses of print media in advertising (20 Marks)