



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

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

ADPR 0100: INTRODUCTION TO PUBLIC RELATIONS

Date: 16th July, 2013

Time: 2.00 – 4.00 p.m.

INSTRUCTIONS:

- ♦ Answer Question ONE and any other TWO questions.



DIPLOMA

CITY CAMPUS

1st year 1st Semester

ADPR 0100: Introduction to Public Relations

INSTRUCTIONS: Answer any Three Questions including Question ONE.

Duration: 2 hours

1. a. Public Relations has evolved from the way it was practiced in ancient times to modern practice. Briefly explain the main characteristics in the stages of PR development.
(20 marks)
- b. Mention two pioneers of PR and their specific contribution to modern PR practice. (10 Marks)
2. a. Explain five functions of PR in an organization. (10 marks)
- b. Explain why PR practice has not taken root in Kenya (10 marks)
3. Describe the situational theory of PR. (20 marks)
4. Discuss the role of PR practitioner during crisis in an organization. (20 marks)
5. Explain Thomas Bivin's principles moral obligations for a PR practitioner. (20 marks)



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

ADPR 0102: FUNDAMENTALS OF ADVERTISING

Date: 18th July, 2013

Time: 2.00 – 4.00 p.m.

INSTRUCTIONS:

- ♦ Answer Question ONE and any other TWO questions.



DIPLOMA IN COMMUNICATION AND MEDIA TECHNOLOGY

1st year 1st semester (CITY CAMPUS)

ADPR: 0102 FUNDAMENTALS OF ADVERTISING

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

Duration: 2 hours

1. a) Define the following terms
 - i. Advertising (2 Marks)
 - ii. A product (2 Marks)
 - iii. Marketing (2 Marks)
- b) Discuss the functions of advertising (14 Marks)
- c) Explain the functions of Advertising (10 Marks)
- 2 a) Define consumer behavior? (5 marks)
- b) With examples explain the factors influencing consumer behavior? (15 marks)
- 3 Advertisers have a broad range of media from which to choose when advertising their products / services. A firm has chosen radio as the ideal medium to advertise their new brand of bread .Explain the possible reasons for this choice in the wake of many media in the market (20 Marks)
4. Explain at least two theories of advertising (20 Marks)
 - i. Minimum Effects theory
 - ii. Cutting Edge theory
 - iii. A-T-R theory
- 5 a) Describe the stages of a product life cycle (10 Marks)
- b) Explain the role played by advertising at every stage of the product life cycle (10 Marks)