



The Co-operative University of Kenya

SUPPLEMENTARY / SPECIAL EXAMINATION AUGUST- 2019

EXAMINATION FOR THE DIPLOMA IN PUBLIC RELATIONS

UNIT CODE: DMPR 1107

UNIT TITLE: MASS MEDIA AND PUBLIC RELATIONS

DATE: 29TH AUGUST, 2019

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- a) Explain the contents found in a media kit (4 marks)
- b) Explain key performance indicator in PR (5 marks)
- c) Explain factors to consider when campaigning to a multicultural audience (10marks)
- d) Explain any tools utilized to measure social media performance or engagement (6 marks)
- e) Explain the following concepts (10 marks)
 - i) Fact sheet
 - ii) Pitch letter
 - iii) Media advisory
 - iv) Mat
 - v) Spin

QUESTION TWO

- a) Explain key elements in creating a press release (10 marks)
- b) Explain factors that are conspired when determining the target audience (10marks)

QUESTION THREE

- a) Explain with examples what lead indicators are in PR (5marks)
- b) Explain factor to consider when selecting a spokesperson for your program (10 marks)

QUESTION FOUR

- a) Explain the differences between the following (10 marks)
 - i) QR codes and SEOs
 - ii) Advertising Value equivalency and impressions
 - iii) Podcasts and webcasts
- b) Explain any two social media sites and the advantages of utilizing them in a PR campaign (10 marks)