

UGANDA MARTYRS UNIVERSITY
INSTITUTE OF LANGUAGES AND COMMUNICATION STUDIES
BACHELORS OF JOURNALISM AND MASS COMMUNICATION
END OF SEMESTER 1 EXAMINATION, 2022/2023
PRINCIPLES OF PUBLIC RELATIONS (BJMC 2104)

INSTRUCTIONS:

- Answer **three (3)** questions only
- Question **One (1)** is compulsory
- Attempt any **two (2)** questions in section B

Section A: Compulsory
(40 Marks)

Qn. 1

- a) Define Public relations. **(6 marks)**
- b) Using relevant examples, discuss four specific functions of a Public relations professional. **(16 marks)**
- c) You are the coordinator of the Public Relations Association of Uganda (PRAU). Critically analyze the view that digital media has affected the Public relations field in your country, by citing three benefits and three challenges. **(18 marks)**

Section B: Choose any two (2) questions
(60 Marks)

Qn. 2

With illustrations, write short notes on the following:

- a) Reputation building **(5 marks)**
- b) Crisis management **(5 marks)**
- c) Public sphere **(5 marks)**

d) Convergence editor

(5 marks)

e) Backpack writer

(5 marks)

f) Strategic communication

(5 marks)

Qn. 3

a) From the Public relations perspective, explain any four elements of online writing.
(14 marks)

b) As a student of Principles of Public relations, discuss the four main aspects of digital literacy which Public relations professionals ought to possess in execution of their work.
(16 marks)

Qn. 4

a) What is a press release?

(5 marks)

b) There are some key issues which should be considered by a Public relations practitioner when writing a press release. Discuss any five considerations of your choice.
(25 marks)

Qn. 5

a) Define strategic communication.

(6 Marks)

b) There are six communication disciplines commonly found within big organisations. Explain the purpose of any four communication disciplines.
(24 Marks)