

SECTION A (32 marks)

Answer ALL the questions in this section.

1. State **four** financial publics of a company listed in the Nairobi Securities Exchange. (4 marks)

Banks

2. The table below represents the public relations transfer process. Fill in the missing information to complete the process. (4 marks)

Negative Situation

Positive situation

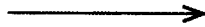
Hostility





Acceptance

Apathy





Knowledge

3. List **three** limitations of using the bureaucratic style of management in a public relations department. (3 marks)

4. State **three** personal factors that may influence the formation of an individual's attitude. (3 marks)

5. List **three** negative types of defence mechanism that may be exhibited by a frustrated employee. (3 marks)

6. Highlight **three** advantages of exhibitions as a media for public relations activities in an organization. (3 marks)

7. Give **three** reasons that make it necessary for the public relations professional body to enforce the code of conduct on its members. (3 marks)

8. Outline **three** responsibilities of the public relations department to the company's distributors. (3 marks)

9. List **three** challenges that may be faced by modern public relations practitioners. (3 marks)

10. State the **three** components of personality as expounded by Sigmud Freud. (3 marks)

Answer any **FOUR** questions from this section.

11. (a) Explain **six** ways in which the public relations department of an organization can facilitate the media to report accurately during a crisis. (9 marks)
- (b) Highlight **four** techniques that may be used by public relations practitioners to change the attitude of a target audience. (8 marks)
12. (a) Explain **six** benefits of engaging a consultancy firm to undertake public relations activities for an organization. (9 marks)
- (b) Outline **four** personality traits that an effective public relations manager should possess. (8 marks)
13. (a) Give **four** reasons that may make it necessary for managers to vary the techniques for enhancing human relations in an organization. (8 marks)
- (b) Outline **six** characteristics that an informal organization may display. (9 marks)
14. (a) Highlight **six** objectives of public relations that an organization may seek to attain. (9 marks)
- (b) Give **four** reasons that make the government an important public for all business organizations. (8 marks)
15. (a) Explain **four** uses of a photo library in a public relations department of an organization. (8 marks)
- (b) Explain **six** factors that may influence the choice of media for public relations activities in an organization. (9 marks)
- Cost
 - Audience
 - Mobility
 - Popularity
 - Speed

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