

1906/202  
HUMAN AND PUBLIC RELATIONS  
JULY 2017  
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL  
CRAFT CERTIFICATE IN BUSINESS MANAGEMENT

MODULE II

HUMAN AND PUBLIC RELATIONS

3 hours

INSTRUCTIONS TO CANDIDATES

*This paper consists TWO sections; A and B.  
Answer ALL the questions in section A.  
Answer any FOUR questions from section B.  
Write your answers in the answer booklet provided.  
Maximum marks for each question are as indicated.  
Candidates should answer the questions in English.*

**This paper consists of 3 printed pages.**

**Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.**

**SECTION A (32 marks)***Answer ALL the questions in this section.*

1. List **four** indicators of good human relations in an employee. (4 marks)
2. State **three** features which may portray social status differences among employees in an organization. (3 marks)
3. State **three** personality traits of an employee who has a strong desire for achievement. (3 marks)
4. List **three** factors that influence the values held by an employee. (3 marks)
5. State **four** signs of frustration among employees in an organization. (4 marks)
6. List **three** factors that led to the emergence of public relations in management. (3 marks)
7. State **three** publics of a non-profit making organization. (3 marks)
8. List **three** tasks of a public relations manager in an organization. (3 marks)
9. State **three** shortcomings of the radio as a media of public relations campaigns. (3 marks)
10. List **three** methods that a maybe used to evaluate the effectiveness of a public relations campaign in an organization. (3 marks)

**SECTION B (68 marks)***Answer any FOUR questions from this section.*

11. (a) Explain **six** non-monetary factors that may motivate employees in an organization. (9 marks)  
1. Job satisfaction  
2. Job security  
3. Job interest  
4. Job challenge  
5. Job growth  
6. Job variety
- (b) Highlight **four** measures that may be taken by an organization to minimize the effects of social stratification among its employees. (8 marks)
- ✓12. (a) Highlight **four** characteristics that an effective supervisor should possess. (8 marks)
- (b) Explain **six** factors that may cause frustration among employees in an organization. (9 marks)
13. (a) The performance of employees in an organization is sometimes influenced by their attitude. Outline **six** characteristics of such attitude. (9 marks)
- (b) Explain **four** consequences that an organization may face from negative publicity. (8 marks)

14. (a) Explain **six** challenges that may be faced by an in-house public relations department in an organization. (9 marks)
- (b) Explain **four** benefits of using social media as an avenue of communicating public relations messages in an organization. (8 marks)
15. (a) Explain **six** ways through which an organization can portray its corporate identity. (9 marks)
- (b) Explain **four** benefits that an organization may get from sponsorship as a medium of public relations. (8 marks)

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