

1906/202
HUMAN AND PUBLIC
RELATIONS
November 2018
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 of 15 (FIFTEEN) questions in TWO sections; A and B.
Answer ALL the questions in Section A and any FOUR questions from Section B in the answer booklet provided.*

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** ways in which customers of an organization may benefit from public relations activities. (4 marks)
2. State **four** areas in which photographs may be used by public relations practitioners. (4 marks)
3. List **three** reasons that make employees an important public of an organization. (3 marks)
4. State **three** ethical standards that public relations practitioners should observe when dealing with the public. (3 marks)
5. List **three** ways in which the top management of an organization can enhance the effectiveness of public relations programmes. (3 marks)
6. List **three** features of the corporate identity of an organization. (3 marks)
7. State **three** ways in which a manager can motivate employees using the Human Relations approach. (3 marks)
8. List **three** factors that determine the social status of individuals at the workplace. (3 marks)
9. State **three** non-hereditary factors that may influence the personality of an employee. (3 marks)
10. State **three** effects of attitude on an employees' behaviour. (3 marks)

SECTION B (68 marks)

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

11. (a) Explain **six** benefits that a firm may get from adopting a formal organization structure. (9 marks)
- (b) Outline **four** reasons why the media may lack trust in an organization's public relations officer. (8 marks)

12. (a) Outline **six** factors that may determine the scope of public relations activities undertaken by an organization. (9 marks)
- (b) The Public Relations Manager at Nyali Limited ensures that his organization has an exhibition stand at the Nairobi International Trade Fair every year. Explain **four** benefits that his organization may derive from such exhibitions. (8 marks)
13. (a) Describe **six** media platforms that may be used for public relations activities. (9 marks)
- (b) Outline **four** reasons that may influence an organization to terminate a sports sponsorship programme. (8 marks)
14. (a) Explain **six** factors that lead to attitude formation. (9 marks)
- (b) Describe **four** factors that led to the emergence of public relations as a field of practice. (8 marks)
15. (a) The Hawthorne experiments by Elton Mayo provided major insights for the Human Relations Approach. Outline **six** findings of the experiments that positively influenced organizations. (9 marks)
- (b) Outline **four** organizational factors that may lead to frustration among employees. (8 marks)

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