

1906/202
HUMAN AND PUBLIC
RELATIONS
July 2019
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 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** functions of public relations in an organization. (4 marks)
2. State **three** reasons that make radio a popular media of public relations communication. (3 marks)
3. State **four** methods that an organization may use to evaluate the effectiveness of a public relations programme. (4 marks)
4. State **three** reasons why an organization needs to define its publics. (3 marks)
5. List **four** personal qualities of a good public relations officer. (4 marks)
6. State **three** reasons why the corporate identity of an organization is important. (3 marks)
7. List **three** contributions of the Human Relations Theory to management of organizations. (3 marks)
8. List **three** principles emphasized by Max Weber to reduce arbitrary use of power in organizations. (3 marks)
9. List **two** biological factors that may determine the personality of an individual. (2 marks)
10. State **three** indicators of frustration among employees in an organization. (3 marks)

SECTION B (68 marks)

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

11. (a) Explain **four** benefits that an organization may get from having good human relations. (8 marks)
- (b) Outline **six** measures that may be taken by the public relations team to improve the relationship between an organization and its publics. (9 marks)
12. (a) Explain **six** disadvantages of using a consultancy firm to undertake public relations activities for an organization. (9 marks)
- (b) Explain **four** weaknesses of television as a medium of transmitting public relations content. (8 marks)
13. (a) Outline **six** circumstances that may make an organization assign a duty to a consultancy firm even when it has an in-house public relations department. (9 marks)
- (b) Epity Limited has faced a major crisis attracting media attention. Explain **four** measures that the organization can put in place to satisfy the media interest. (8 marks)
14. (a) Outline **six** ways through which a supervisor may positively change the attitude of employees. (9 marks)
- (b) Explain **four** reasons why an organization may need to understand the personalities of its employees. (8 marks)
15. (a) Explain **six** benefits of informal groups in an organization. (9 marks)
- (b) Explain **four** ways through which an employee may overcome frustration. (8 marks)

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