

1906/202  
HUMAN AND PUBLIC RELATIONS  
July 2022  
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.  
Answer any FOUR questions from section B.  
Write your answers in the answer booklet provided.  
Maximum marks for each part of a 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 (32 marks)**

*Answer ALL the questions from this section.*

1. State **three** activities that are carried out by a public relations department. (3 marks)
2. List **four** components of human relations. (4 marks)
3. Give **three** reasons that may make employees to form attitudes. (3 marks)
4. Name **four** departments in a publishing house. (4 marks)
5. State **three** outcomes of an effective public relations campaign in an organization. (3 marks)
6. State **three** indicators of a frustrated workforce. (3 marks)
7. List **three** elements of social stratification. (3 marks)
8. State **three** traits associated with a pleasant personality. (3 marks)
9. State **three** internal publics of an organization. (3 marks)
10. Give **three** reasons why an organization may engage in sponsorship programmes. (3 marks)

**SECTION B (68 marks)**

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

11. (a) Highlight **four** features exhibited by bureaucratic organizations according to Max Weber. (8 marks)
- (b) Vinky Limited intends to hire a public relations officer. Outline **six** qualities that such an officer should possess in order to carry out his duties effectively. (9 marks)
12. (a) Explain **four** challenges that a manager may face as a result of having limited knowledge of human behaviour. (8 marks)
- (b) Outline **six** organizational causes of frustration among employees. (9 marks)
13. (a) Highlight **four** factors that may determine an individual's personality. (8 marks)
- (b) For effective press relations, the public relations practitioner needs to gather certain essential information about the press. Outline this information. (9 marks)
14. (a) Outline **four** objectives that public relations activities aim to achieve. (8 marks)
- (b) Explain **six** trends in modern-day industry that may hinder effective practice of public relations. (9 marks)
15. (a) Explain **four** roles played by public relations in handling a crisis situation. (8 marks)
- (b) Describe **six** methods that may be used to evaluate the effectiveness of a public relations programme. (9 marks)

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