

1906/202
HUMAN AND PUBLIC RELATIONS
November 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 A (32 marks)

Answer ALL the questions from this section.

1. List **three** ways in which knowledge of human relations helps employees in their work. (3 marks)
2. State **three** contributions of Ivy Lee to the growth of public relations practice. (3 marks)
3. List **four** ways in which education levels influence social stratification in organizations. (4 marks)
4. List **four** publics of a training institution. (4 marks)
5. State **three** personality characteristics that may influence placement of an employee in a workgroup. (3 marks)
6. List **three** public relations activities that may be undertaken by an intern in a department. (3 marks)
7. List **three** components of attitude in an individual. (3 marks)
8. List **three** types of social media that are used to convey public relations messages. (3 marks)
9. State **three** ways through which employees can cope with frustration at the work place. (3 marks)
10. List **three** negative attitudes that public relations seeks to convert to positive. (3 marks)

SECTION B (68 marks)

Answer any FOUR questions from this section.

11. ✓ (a) Describe **six** forces that may influence employee behaviour in an organization. (9 marks)
- (b) Explain **four** consequences that an organization may face if it does not engage in public relations activities. (8 marks)
12. (a) Outline **six** characteristics of bureaucracy in an organization. (9 marks)
- (b) Explain **four** ways in which an organization may improve relations with a regulatory authority. (8 marks)
13. ✓ (a) Highlight **four** environmental factors that may influence the personality of an individual. (8 marks)
- (b) Describe **six** duties of a public relations manager in an organization. (9 marks)
14. (a) Explain **four** measures that an employee may take to change negative attitude of a colleague towards the organization. (8 marks)
- (b) Describe **six** outdoor media which may be used for public relations activities. (9 marks)
15. (a) Explain **four** reasons why it is important to plan for public relations programmes. (8 marks)
- (b) Describe **six** crisis management mechanisms that may be put in place in an organization. (9 marks)

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