

Name \_\_\_\_\_ Index No. \_\_\_\_\_ / \_\_\_\_\_

2902/205

Candidate's Signature \_\_\_\_\_

2908/205

Date \_\_\_\_\_

2912/205

**PUBLIC RELATIONS**

**November 2013**

**Time: 3 hours**



**THE KENYA NATIONAL EXAMINATIONS COUNCIL**

**DIPLOMA IN SALES AND MARKETING  
DIPLOMA IN HUMAN RESOURCE MANAGEMENT  
DIPLOMA IN TOURISM MANAGEMENT**

**PUBLIC RELATIONS**

**3 hours**

**INSTRUCTIONS TO CANDIDATES**

*Write your name and index number in the spaces provided above.*

*Sign and write the date of examination in the spaces provided above.*

*This question paper consists of SEVEN questions.*

*Answer any FIVE questions in the spaces provided in this question paper.*

*All questions carry equal marks.*

*Candidates should answer the questions in English.*

**For Examiner's Use Only**

Question	1	2	3	4	5	6	7	TOTAL SCORE
Candidate's Score								

**This paper consists of 16 printed pages.**

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

1. (a) Kibet, the Public Relations Manager of Betika Ltd. is in the process of preparing the Public Relations Budget for the coming year. Explain **five** reasons that may prevent him from making the budget on the basis of the competitor's budget. (10 marks)
- (b) There are certain factors that a public relations consultant should consider when negotiating consultancy fee with a client. Highlight these factors. (10 marks)
2. (a) Describe **five** elements that tend to define the corporate image of a firm. (10 marks)
- (b) The public relations officer at Murithe Limited has decided to pass public relations messages using coloured lights. Highlight **five** advantages of using this method. (10 marks)
3. (a) Many modern organizations view customer complaints as opportunities rather than criticism. Explain **five** reasons that may contribute to this perception. (10 marks)
- (b) Wambeti, the Public Relations Director of a newly established firm would like to rank the publics of the firm in order of their importance. Explain **five** methods she can use to do so. (10 marks)
4. (a) It is becoming extremely important for public relations practitioners to be well-versed with relevant legal knowledge. Explain **five** reasons that may account for this trend. (10 marks)
- (b) Explain **five** differences between the public relations function and the marketing function in an organization. (10 marks)
5. (a) The management of Tausi Limited intends to hire external consultants for its public relations activities. Explain **five** factors that it should consider when selecting the appropriate consultancy firm to hire. (10 marks)
- (b) It is important that an organization maintains good relationships with suppliers. Explain **five** reasons that may account for this practice. (10 marks)
6. (a) Describe **five** elements that define good public relations. (10 marks)
- (b) Kamiru manufacturers, a medium-sized company located at Katani County prefers to use trade fairs as its main media of public relations activities. Explain **five** benefits the organization may derive from using this media. (10 marks)
7. (a) Highlight **five** ways in which a manager may demonstrate good human relations while undertaking her duties. (10 marks)
- (b) Explain **five** benefits that an organization may derive from practicing good relations with the internal public in an organization. (10 marks)