

Name: _____ Index No. _____

2902/205
PUBLIC RELATIONS
November 2015
Time: 3 hours

Candidate's Signature: _____

Date: _____



THE KENYA NATIONAL EXAMINATIONS COUNCIL

DIPLOMA IN SALES AND MARKETING
MODULE II

PUBLIC RELATIONS

3 hours

INSTRUCTIONS TO CANDIDATES

*Write your name and index number in the spaces provided above.
Sign and write the date of the examination in the spaces provided above.
This paper consists of SEVEN questions.
Answer any FIVE questions in the spaces provided in this question paper.
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) Explain the ways in which sales promotion enhances a company's public relations efforts. (10 marks)
- (b) Outline the objectives that a public relations manager may seek to achieve through the use of a press release. (10 marks)
2. (a) The Public Relations manager at Kiteo Limited has noticed increasing levels of poor relations among employees in the organization. Explain the possible causes of this situation. (10 marks)
- (b) Kefa was recently hired as a Customer Relations Officer at Teka Limited. Outline the duties that he will be expected to undertake in this role. (10 marks)
3. (a) Explain the circumstances under which it may be necessary for an organization to define the publics of a specific public relations programme. (10 marks)
- (b) Outline the factors that led to the establishment of the Public Relations code of professional conduct. (10 marks)
4. (a) Explain the benefits that an organization may derive from formulating clear objectives for its public relations campaigns. (10 marks)
- (b) Outline the challenges that may be faced by an organization that does **not** have a public relations department. (10 marks)
5. (a) Explain the ways in which public relations contributes to international marketing efforts of a multinational organization. (10 marks)
- (b) The Customer Relations Manager at Kola Limited has recently received many customer complaints. Explain the likely causes of such complaints. (10 marks)
6. (a) Outline the measures that a public relations manager may take to promote healthy relations with the external consultants hired by the department. (10 marks)
- (b) Explain the factors that a public relations officer should consider to ensure that a message is appropriate for the target audience. (10 marks)
7. (a) Explain the reasons that make existing customers an important public of an organization. (10 marks)
- (b) Highlight the advantages of using point-of-purchase displays as a media of public relations activities in an organization. (10 marks)