

Name _____ Index No _____ / _____

1906/202
HUMAN AND PUBLIC RELATIONS
July 2015
Time: 3 hours

Candidate's Signature _____

Date _____



THE KENYA NATIONAL EXAMINATIONS COUNCIL
CRAFT CERTIFICATE IN BUSINESS MANAGEMENT
MODULE II

HUMAN AND 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 TWO sections; A and B.
Answer ALL the questions in section A and any FOUR questions in section B.
Write your answers in the spaces provided in this question paper.
Do NOT remove any pages from this question paper.
Candidates should answer the questions in English.

For Examiner's Use Only

SECTION A

Questions	1	2	3	4	5	6	7	8	9	10	TOTAL SCORE
Candidate's Scores											

SECTION B

Questions	11	12	13	14	15	TOTAL SCORE
Candidate's Scores						

GRAND TOTAL

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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.

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Turn over

SECTION A: (32 marks)

Answer ALL the questions in this section.

1. List four elements that may constitute the corporate identity of an organization. (4 marks)

(i) _____

(ii) _____

(iii) _____

(iv) _____

2. State three limitations of using consultants to carry out public relations activities for an organization. (3 marks)

(i) _____

(ii) _____

(iii) _____

3. Give three reasons that may make it necessary for an organization to call for a press conference. (3 marks)

(i) _____

(ii) _____

(iii) _____

4. Give **three** reasons that make it necessary to have a code of conduct in the public relations profession. (3 marks)

(i) _____

(ii) _____

(iii) _____

5. Outline **three** ways in which a manager may assist an employee who is going through frustration. (3 marks)

(i) _____

(ii) _____

(iii) _____

6. Give **three** reasons why it is important for employees to relate well among themselves in an organization. (3 marks)

(i) _____

(ii) _____

(iii) _____

7. Outline **three** factors that may make an employee develop a negative attitude. (3 marks)

(i) _____

(ii) _____

(iii) _____

8. List **three** theories of personality. (3 marks)

(i) _____

(ii) _____

(iii) _____

9. State **three** disadvantages of the bureaucratic style of leadership. (3 marks)

(i) _____

(ii) _____

(iii) _____

10. Give **four** reasons that make it necessary for an organization to clearly define its publics. (4 marks)

(i) _____

(ii) _____

(iii) _____

(iv) _____

SECTION B: (68 marks)

Answer any FOUR questions from this section in the spaces provided.

11. (a) The management of Makwenzi Limited usually communicates the company's financial information to the organization's publics. Outline four objectives of such communication. (8 marks)
- (b) Highlight six methods that may be used to determine the perception of publics towards an organization. (9 marks)
12. (a) Explain six factors that a public relations department may consider when planning to introduce a house journal in the organization. (9 marks)
- (b) Highlight four duties of a public relations officer in an organization. (8 marks)
13. (a) Give four reasons that make employees an important public of an organization. (8 marks)
- (b) Explain six qualities that an effective public relations officer should possess. (9 marks)
14. (a) Explain six ways in which a manager may motivate employees in an organization. (9 marks)
- (b) Outline four indicators of frustration among employees in an organization. (8 marks)
15. (a) Outline six factors that determine social stratification in an organization. (9 marks)
- (b) It is necessary for managers to understand the attitudes of their employees. Give four reasons why this is necessary. (8 marks)
