

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

1906/202  
HUMAN AND PUBLIC RELATIONS  
July 2014  
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.*  
*Answers ALL questions in Section A in the spaces provided in this question paper.*  
*Answers any FOUR questions in section B in the spaces provided.*  
*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
Candidate's Score											

**SECTION B**

Questions	11	12	13	14	15	TOTAL
Candidate's Score						

**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.**

**SECTION A (32 marks)**

*Answer ALL the questions in this section in the spaces provided.*

1. Outline **four** consequences that may be faced by an organization that does not establish a public relations department. (4 marks)

(i) \_\_\_\_\_  
\_\_\_\_\_

(ii) \_\_\_\_\_  
\_\_\_\_\_

(iii) \_\_\_\_\_  
\_\_\_\_\_

(iv) \_\_\_\_\_  
\_\_\_\_\_

2. List **three** causes of frustration amongst employees in an organization. (3 marks)

(i) \_\_\_\_\_  
\_\_\_\_\_

(ii) \_\_\_\_\_  
\_\_\_\_\_

(iii) \_\_\_\_\_  
\_\_\_\_\_

3. State **three** factors that determine the social group that an employee may join in an organization. (3 marks)

(i) \_\_\_\_\_  
\_\_\_\_\_

(ii) \_\_\_\_\_  
\_\_\_\_\_

(iii) \_\_\_\_\_  
\_\_\_\_\_

4. State **four** factors that should be considered when planning a public relations programme in an organization. (4 marks)

(i) \_\_\_\_\_

(ii) \_\_\_\_\_

(iii) \_\_\_\_\_

(iv) \_\_\_\_\_

5. Outline **three** measures that can be adopted to improve human relations in an organization. (3 marks)

(i) \_\_\_\_\_

(ii) \_\_\_\_\_

(iii) \_\_\_\_\_

6. State **three** publics that a hospital may have. (3 marks)

(i) \_\_\_\_\_

(ii) \_\_\_\_\_

(iii) \_\_\_\_\_

7. Highlight **three** elements of an organizations's corporate identity. (3 marks)

(i) \_\_\_\_\_

- (ii) \_\_\_\_\_  
\_\_\_\_\_
- (iii) \_\_\_\_\_  
\_\_\_\_\_

8. Outline **three** benefits that an organization may derive from conducting a customer service week. (3 marks)

- (i) \_\_\_\_\_  
\_\_\_\_\_
- (ii) \_\_\_\_\_  
\_\_\_\_\_
- (iii) \_\_\_\_\_  
\_\_\_\_\_

9. State **three** organizational factors that may contribute to the development of attitude among employees in an organization. (3 marks)

- (i) \_\_\_\_\_  
\_\_\_\_\_
- (ii) \_\_\_\_\_  
\_\_\_\_\_
- (iii) \_\_\_\_\_  
\_\_\_\_\_

10. Highlight **three** reasons that make it necessary for public relations officers to observe the professional code of conduct. (3 marks)

- (i) \_\_\_\_\_  
\_\_\_\_\_
- (ii) \_\_\_\_\_  
\_\_\_\_\_
- (iii) \_\_\_\_\_  
\_\_\_\_\_

**SECTION B (68 marks)**

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

11. (a) Explain **six** benefits that an organization may derive from establishing an internal public relations department. (9 marks)
- (b) Highlight **four** signs of negative attitude towards work among employees in an organization. (8 marks)
12. (a) Outline **four** factors that should be considered when preparing audio visual materials for a public relations campaign. (8 marks)
- (b) Explain **six** consequences that may be faced by an organization which does not clearly define its publics. (9 marks)
13. (a) Highlight **six** limitations of bureaucracy as a management style. (9 marks)
- (b) Musa, the Public Relations Officer at Pwani Investments is organizing a public relations event. Explain **four** factors that he should consider when selecting the appropriate media to cover the event. (8 marks)
14. (a) The Public Relations Officer at Complexi Limited has discovered that some of the organization's products in the market are faulty. Explain **four** measures that he may take to address this situation. (8 marks)
- (b) Explain **six** measures that the management of an organization may put in place in order to manage frustration among its employees. (9 marks)
15. (a) Explain **four** factors that may make a public relations programme fail to achieve its intended objectives. (8 marks)
- (b) Explain **six** benefits that the employees of an organization may derive from having an introvert Human Relations Manager. (9 marks)