

3801/202  
PUBLIC RELATIONS  
November 2010  
Time: 3 hours

THE KENYA NATIONAL EXAMINATIONS COUNCIL

**HIGHER DIPLOMA IN SECRETARIAL  
MANAGEMENT**

PUBLIC RELATIONS

**3 hours**

**INSTRUCTIONS TO CANDIDATES**

*This paper consists of **SIX** questions.  
Answer question **ONE** and any **THREE** others.  
Question **ONE** carries **40** marks.  
The remaining **FIVE** questions carry **20** marks each.*

**This paper consists of 4 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. *Read the case below and answer the questions that follow.*

**SCRIBERS LIMITED**

Scribers Limited, a secretarial business enterprise, has been in existence for the last one decade. It has enjoyed a rapid growth in the market for its services that include typing, printing, photocopying and telecommunications. Most of the services are centralised in one big pool of activities where those in the different sections share facilities.

Notably, the space in the premises has not been significantly expanded despite the fast growth. The office manager has been innovative in the area of office space management. Furniture and other equipment are neatly arranged on the sides of the office gangways leaving minimal walking space in-between the workstations. The broken down machines are stuffed on shelves above the workstations while limited space is left for the visiting clients.

The office manager takes pride in the fact that costs have been kept at the lowest level, while output and returns have significantly increased. The number of employees has not grown much as the workers have been engaged in multitasking through self-sponsored short courses and on-the-job training.

The workers put on a brave face anytime an outsider seeks to know their terms of employment. However, customers have on many occasions picked low tone boasts by the workers about the relatively high wages despite the heavy demands put on them by the management. A conspicuous poster on all the walls states, "Do not just sit there, do something." This threatens the calm shown on the workers' faces.

It has also emerged that these employees do not belong to any workers' association. There is no grievance handling procedure and each worker is expected to comply with the policies of the organization. Sick leaves and off-duties have to be compensated somehow through the additional tasks given to the workers on reporting back.

The printing and photocopying business have been the drivers of success in this company. Tenders are obtained from well connected organizations where payment is made in advance. It has been of some concern how these tenders are won but the organization does not care about such worries.

The clientele has had its story of poor quality of paper and ink that does not satisfy particular tastes. Indeed, old types of paper material that make new documents appear old have persistently been used for the small scale customers.

The quality of copies, particularly, has been good for a long time until recently when the staff started giving excuses of excessive work. Some have been heard carelessly and loudly accusing the management of being too mean, with the supply of office resources. The orders are promptly supplied but the quantities are not always accurate - the explanation for such is the volume of work and inadequate number of workers.

The organization partners in sponsorship, writing competition and landscaping spectacular compounds around its premises. In a recent event, those hired to landscape the environment got into ugly confrontation with the neighbourhood. They littered the whole place with grass cuts, dust and the garbage that was collected from the cleared place. The management of Scribers only responded by asking the neighbours to join rather than complain about the mess.

While Scribers Limited has been assumed to be highly reputable in secretarial business, it is not so on the ground. Competitors dismiss it as a well-connected incompetent business while the suppliers consider it as an irregular debtor. The workers are too reserved and their story is not quite clear, but their silence may be louder than the noises made by other publics.

The low profile telecommunication section seems to be the future business for the company. The two staff members in the section have all praises for the section but the management sees it as a non-performing section.

- (i) Explain the negative effects of the congested workplace to the internal human relations of Scribers Limited. (12 marks)
  - (ii) In relation to the neighbourhood reaction to the landscaping activity, highlight **five** ways in which the organization could have carried it out without injuring its image. (12 marks)
  - (iii) Explain the ways in which the organization may minimise the tension between the suppliers and its management. (8 marks)
  - (iv) Explain **four** public relations strengths exhibited by Scribers Limited. (8 marks)
2.
  - (a) The organization you work for as Public Relations Manager has several branches in the country. You have been asked to join a team of managers visiting one of the branches. Outline **four** ways in which the visit may be used to enhance good employee relations within the branch. (8 marks)
  - (b) Highlight **six** precautions that one should take in order to produce good pictorial materials from photography. (12 marks)
3.
  - (a) Explain the adverse consequences to an organization that does not clearly define its publics. (10 marks)
  - (b) Mipta Ltd intends to hire a Public Relations consultant despite the fact that it has its in-house Public Relations department. Highlight the reasons that may have led the company to make such a move. (10 marks)
4.
  - (a) Maona Services, a parastatal, has for the last 10 years sponsored a football event in the country. Explain the reasons that may account for its persistent choice. (10 marks)
  - (b) Explain the challenges that may be experienced in implementing a Public Relations budget (10 marks)
5.
  - (a) Describe the features of an effective press release. (10 marks)
  - (b) Explain **five** reasons as to why a Public Relations consultant should be a member of a Public Relations Society of Kenya (PRSK). (10 marks)

6. (a) Public Relations managers should possess knowledge on printing processes.  
Explain the reasons that make this requirement necessary. (10 marks)
- (b) An organization may have various types of images.  
Describe **five** such images. (10 marks)