

Name _____ Index No. _____ / _____
 3801/202
PUBLIC RELATIONS
 November 2014
 Time: 3 hours
 Candidate's Signature _____
 Date _____



THE KENYA NATIONAL EXAMINATIONS COUNCIL
HIGHER DIPLOMA IN SECRETARIAL 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 the examination in the spaces provided above.*
- This paper consists of SIX questions.*
- Answer question ONE and any other THREE questions in the spaces provided in this question paper.*
- All questions carry equal marks.*
- Do NOT remove any pages from this question paper.*
- Candidates should answer the questions in English.*

For Examiner's Use Only

Question	1	2	3	4	5	6	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.

SECTION A: (40 marks)

1. *Read the case study below then answer the questions that follows.*

WITMA FOODS BUSINESS

Witma Ltd has been in operation for the last five years. It was established to fill a gap for quality natural foods. Over the years the firm has been known for the high quality of service natural food products. The business idea came as a result of Ms Unike's passion for natural beauty.

Ms Unike took the position of Chief Executive Officer (CEO) and doubled as the public relations officer too. She argued that she knew her dream and vision and was the only one to articulate it best to the public. All other members were kept at the level of employees in form of cashiers, cooks, waiters and handmen. The cashiers were the supervisors in their respective restaurants as Witma Ltd runs a chain of restaurants to propagate the ideals of healthy feeding habits.

Ms Unike proposes that healthy foods should be grown on unpolluted environment using natural inputs like compost manure and natural seeds. The food should also be prepared under healthy conditions and the preparation process be done without destroying the nutrients. This is the purpose for which Witma chain of restaurants were established in the major towns through out the country. The workers have been well trained in food preparation and service and even in the food values. They are able to explain to the customers the nutritional value of the foods they order.

The restaurant also serves fresh fruits and vegetables juices. The company also supplies fresh fruits and vegetables, grains like maize and wheat flour, baby foods, honey and spices through supermarkets in major towns in the county. However, the supermarkets attendants have not been well prepared in selling the products.

Last year Ms Unike initiated a partnership with one of the major beauty salons in Nairobi. The aim was to tap the wealthy clientele served by the salon to buy her expanded range of fresh products. The move attracted sophisticated clients who have money but also very demanding. The customers wanted to know whether the company has contracted special farmers to grow the products under the said natural conditions.

The workers do not seem to know the sources as some say their suppliers were not special in any way. Ms Unike has also been quite elusive on the matter and does not give any clear answer about the sourcing of the food products.

The issue built up to a crisis level when a local daily carried a story of how shrewd business people were taking advantage of the health craze using 'heathy food' claims. In response, Witma Ltd carried out two feature articles to clarify its existence and the efficacy of preventive health care on two local dailies. It put a lot of emphasis on the need for healthy living habits.

Some professional nutritionists and health care people have invited Ms Unike to a press conference to clarify some of the issues considered misleading by the concerned people.

In return, she claims that she has a good photo library that she would use as evidence for her claims.

The situation has been aggravated by dissatisfaction arising from Witma's recently launched training programmes. The students enrolled for the training have complained of poor language used by instructors and the poor copies of training materials. When the trainees complained about it, the instructors said that the fees paid by trainees were low and they could not afford better copies.

Ms Unike has a unique opportunity to make or break the business in the forth coming press conference.

- (a) Highlight the indicators of poor communication within Witma Ltd. (10 marks)
- (b) Explain the preparations that Ms Unike should make in order to project a proper image for the business in the forth coming press conference (10 marks)
- (c) Outline the measures that the management of Witma could take to counter allegations of factual misrepresentation to clients. (10 marks)
- (d) Highlight the necessary in-store relations between Witma Ltd and the supermarkets distributing its products. (10 marks)

SECTION B: (60 marks)

*Answer any THREE questions in this section.
All questions carry equal marks.*

- 2. (a) Explain the reasons that make it necessary for an organization to keep a photograph library for its public relations activities. (8 marks)
- (b) Kanganda Ltd has decided to undertake a fairly expensive sponsorship of a local event. Explain the reasons that may account for this preference. (12 marks)
- 3. (a) Wodi Ltd intends to hold an elaborate event with full press coverage. Highlight the factors that it should consider in preparing for the event. (12 marks)
- (b) Kamau, the director of a leading printing press, encountered adverse publicity through the local dailies. Explain the measures that the director would take to deal with the situation. (8 marks)

