

1906/202
HUMAN AND PUBLIC RELATIONS
July 2023
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL
CRAFT CERTIFICATE IN BUSINESS MANAGEMENT

MODULE II

HUMAN AND PUBLIC RELATIONS

3 hours

INSTRUCTIONS TO CANDIDATES

*This paper consists of 15 (FIFTEEN) questions in TWO sections; A and B.
Answer ALL the questions in section A.
Answer any FOUR questions from section B.
Write your answers in the answer booklet provided.
Maximum marks for each part of a question are as indicated.
Candidates should answer the questions in English.*

This paper consists of 3 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 (32 marks)

Answer ALL the questions from this section.

1. State **four** reasons that make it necessary to have good human relations in an organization. (4 marks)
2. State **three** forms of social stratification. (3 marks)
3. State **three** stages of child development as advocated by Sigmund Freud. (3 marks)
4. State **four** advantages of communicating with publics of an organization through meetings. (4 marks)
5. State **two** employee related causes of frustration. (2 marks)
6. State **two** benefits that an organization may get from offering sponsorship programmes. (2 marks)
7. State **four** ways in which an organization may demonstrate its corporate social responsibility to its customers. (4 marks)
8. State **three** benefits that an organization may get from good public relations. (3 marks)
9. State **four** personal qualities that may limit the success of a public relations officer. (4 marks)
10. State **three** reasons why public relations programmes should be planned. (3 marks)

SECTION B (68 marks)

*Answer any **FOUR** questions from this section.*

- ~~11.~~ (a) Explain **six** environmental factors that affect personality development. (9 marks)
- (b) Explain **four** ways in which management may positively influence employee attitude. (8 marks)
12. (a) Outline **six** assumptions of the Hawthorne effect theory. (9 marks)
- (b) Explain **four** causes of social stratification. (8 marks)
- ~~13.~~ (a) Outline **six** signs of frustration. (9 marks)
- (b) Explain **four** duties of a public relations manager. (8 marks)
- ~~14.~~ (a) The public relations manager at Kesha Ltd is in the process of developing a public relations program. Outline **six** activities that the manager may undertake during the process. (9 marks)
- (b) Explain **four** challenges that an organization may face as a result of using the internet as media for public relations. (8 marks)
- ~~15.~~ (a) Explain **six** public relations techniques that may be used by an organization for internal communication. (9 marks)
- (b) Outline **four** types of services that a public relations consultant may offer an organization. (8 marks)

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