

Name _____ Index No. _____

2902/205

Candidate's Signature _____

2908/205

2912/205

Date _____

PUBLIC RELATIONS

July 2012

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**DIPLOMA IN SALES AND MARKETING
DIPLOMA IN HUMAN RESOURCE MANAGEMENT
DIPLOMA IN TOURISM MANAGEMENT
MODULE II**

PUBLIC RELATIONS

3 hours

INSTRUCTIONS TO CANDIDATES

Write your name and index number in the spaces provided above.

Sign and write the date of examination in the spaces provided above.

This paper consists of SEVEN questions.

Answer any FIVE questions in the spaces provided.

All questions carry equal marks.

For Examiner's Use Only

Question	1	2	3	4	5	6	7	Total
Marks								

This paper consists of 12 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. (a) There has been increased use of sports sponsorship by many organizations in the recent past. Explain the factors that may account for this trend. (10 marks)
- (b) There are some limitations associated with the Six Point public relations planning model. Identify these limitations. (10 marks)
2. (a) Kileo Limited intends to define its target publics from among its various stakeholder groups. Highlight the factors that the firm should consider in carrying out the exercise. (10 marks)
- (b) The management of Huduma Tosha Limited tends to discourage the development of work teams in the organization. Explain to them the benefits that may accrue to the firm from the development of such teams. (10 marks)
3. (a) Rinota Limited has been experiencing the problem of multiple images for more than a decade. As a public relations consultant, explain to the management how this problem may be overcome. (10 marks)
- (b) You have been requested by your public relations lecturer to make a presentation on the topic "Characteristics of Exhibitions." Outline the points that you would highlight in your presentation. (10 marks)
4. (a) Many organizations have been striving to develop long-term relationships with their customers. Outline the reasons that may account for this move. (10 marks)
- (b) There are certain requirements that internal public relations should meet to be effective. Outline these requirements. (10 marks)
5. (a) Modern organizations are usually careful not to antagonize media professionals. Outline the reasons for this. (10 marks)
- (b) The use of public relations as a promotional tool has increased significantly over the last several years. Explain the reasons for this trend. (10 marks)
6. (a) Pombea Limited, a manufacturing company, has been taking part in the exhibition of its products in various forums for the last five years. Explain the benefits that the firm may derive from such participation. (10 marks)
- (b) Explain how the professional code of conduct may be important to the practice of public relations. (10 marks)
7. (a) Crisis in an organization may result from various causes. Highlight five such causes. (10 marks)
- (b) Explain the benefits that an organization may derive from effective handling of customer complaints. (10 marks)