

Name: \_\_\_\_\_ Index No: \_\_\_\_\_ / \_\_\_\_\_

2908/205

**PUBLIC RELATIONS**

November 2015

Time: 3 hours

Candidate's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**THE KENYA NATIONAL EXAMINATIONS COUNCIL****DIPLOMA IN HUMAN RESOURCE 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 the examination in the spaces provided above.**This paper consists of SEVEN questions.**Answer any FIVE questions in the spaces provided in this question paper.**All questions carry equal marks.**Do not remove any page from this question paper.**Candidates should answer the questions in English.***For Examiner's Use Only**

| Question          | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 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.**

1. (a) Explain the ways in which public relations practice may positively influence the external publics of an organization. (10 marks)
- (b) Mali Limited has been experiencing the problem of multiple images. Explain the measures that the public relations manager may take in order to overcome this problem. (10 marks)
2. (a) Outline reasons that may make it necessary for an organisation to carry out an image survey. (10 marks)
- (b) Explain the factors that account for the negative perception of public relations as a profession. (10 marks)
3. (a) The Public Relations Officer of Sali Limited is in the process of developing a public relations plan. Explain the details that the plan should contain. (10 marks)
- (b) Highlight the ways in which downward communication may be used to enhance the internal public relations in an organisation. (10 marks)
4. (a) Explain the techniques that a Public Relations Manager may adopt when resolving interpersonal conflicts among departmental staff. (12 marks)
- (b) Explain the limitations that may be associated with using a consultant to undertake a public relations exercise in an organisation. (8 marks)
5. (a) Explain the problems that a public relations practitioner may encounter when undertaking public relations research. (10 marks)
- (b) The employees of Frasa Limited have a negative perception of the organisation's management. Outline the factors that may have influenced this perception. (10 marks)
6. (a) Explain the benefits of using Short Message Service (SMS) to communicate with the publics of an organisation. (10 marks)
- (b) Highlight the reasons that would make it necessary for a public relations practitioner to undertake a pre-evaluation survey before carrying out a public relations campaign. (10 marks)
7. (a) Tila, the Public Relations Manager at Kepa Limited has failed to meet his objectives. Outline the manager's personal attributes that may have led to this failure. (10 marks)
- (b) Outline the conduct that is expected of a public relations practitioner towards the general public as stipulated by the code of professional ethics. (10 marks)