

2908/205
PUBLIC RELATIONS
November 2017
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL
DIPLOMA IN HUMAN RESOURCE MANAGEMENT

MODULE II

PUBLIC RELATIONS

3 hours

INSTRUCTIONS TO CANDIDATES

*This paper consists of SEVEN questions.
Answer any FIVE questions in the answer booklet provided.
All questions carry equal marks.
Candidates should answer the questions in English.*

This paper consists of 2 printed pages.

Candidates should check the question paper to ascertain that both pages are printed as indicated and that no questions are missing.

1. (a) Describe **five** ways in which public relations practice has evolved in recent times. (10 marks)
- (b) Explain **five** principles of good human relations in an organization. (10 marks)
2. (a) Public relations practitioners should possess certain qualities in order to be effective in their work. Explain **five** such qualities. (10 marks)

*Public relations skills
Communication
Skills
Interpersonal relations*
- (b) Mr. Tom intends to carry out a public relations research for his organization. Outline **five** formal techniques that he may use to collect data. (10 marks)

*opinion polls
questionnaires
focus groups*
3. (a) Describe **five** elements that are featured in a crisis communication plan. (10 marks)
- (b) Outline the structure of the public relations industry. (10 marks)
4. (a) Explain **five** public relations programs that an organization may engage in. (10 marks)

*Publicity
Sponsorship*
- (b) Explain **five** circumstances that may lead a firm to change its corporate identity. (10 marks)
5. (a) Outline **five** challenges that are faced by the public relations professionals. (10 marks)
- (b) Kipe Limited uses public opinion survey in its public relations research. Explain **five** advantages that the organization derives from using this method. (10 marks)

*cheap
- it is used*
6. (a) Outline the legal issues that public relations practitioners should be aware of in their profession. (10 marks)
- (b) Parkers Limited intends to use a consultancy firm for its public relations activities. Highlight **five** limitations of using such a firm. (10 marks)
7. (a) Explain **five** instances when an organization may require the services of a media to push their agenda on public relations. (10 marks)
- (b) Outline **five** reasons why public relations planning is necessary to an organization. (10 marks)

*to be able to
challenge
know the public*

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