

2908/205  
**PUBLIC RELATIONS**  
July 2019  
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.*

*Maximum marks for each part of a question are indicated.*

*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) Outline **five** ways in which a public relations manager may enhance good human relations in an organization. (10 marks)
- (b) The public relations department in an organization is established to perform certain functions. Highlight **five** such functions. (10 marks)
2. (a) Outline **five** sources of information that may be used to evaluate a public relations programme in an organization. (10 marks)
- (b) Highlight **five** disadvantages of using the television as a media for public relations. (10 marks)
3. (a) Explain **five** challenges that an organization may face from sourcing public relations services from a consultancy firm. (10 marks)
- (b) Outline **five** measures that an organization may put in place to ensure effective handling of a crisis. (10 marks)
4. (a) Explain **five** reasons that make it necessary for an organization to carry out public relations research. (10 marks)
- (b) Highlight **five** circumstances under which an organization may find it appropriate to change its corporate identity. (10 marks)
5. (a) Describe the steps that should be followed when formulating a public relations plan. (10 marks)
- (b) Outline **four** limitations of using the observation method to collect data during public relations research. (10 marks)
6. (a) Use of the internet as a media for public relations has increased in the recent past. Explain **five** reasons that may account for this trend. (10 marks)
- (b) Outline **five** ways in which an organization may benefit from being ethical when carrying out public relations activities. (10 marks)
7. (a) Highlight **five** factors that determine the nature of public relations activities that an organization may undertake. (10 marks)
- (b) Outline **five** provisions of the public relations code of professional conduct in regard to practitioners conduct towards the public. (10 marks)

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