

Name _____

Index No. _____

2902/205

PUBLIC RELATIONS

July 2015

Time: 3 hours

Candidate's Signature _____

Date _____



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**DIPLOMA IN SALES AND MARKETING
MODULE II**

PUBLIC RELATIONS

3 hours

INSTRUCTIONS TO CANDIDATES

Write your name and index number in the spaces provided at the top of this page.

Write the date of the examination and sign 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 pages 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) Highlight the factors that a public relations practitioner would consider while negotiating for consultancy fees for a project. (10 marks)
- (b) Explain the risks that an organization may be exposed to from the use of social media for public relations activities. (10 marks)
2. (a) Explain the problems that may arise when the public relations code of professional conduct is not followed by practitioners in carrying out their duties. (10 marks)
- (b) Some organizations allow their subordinate staff to participate in decision-making as a way of enhancing human relations. Explain the challenges that may be encountered in implementing this strategy. (10 marks)
3. (a) Sponsoring local events in a community is one way an organization can publicize itself. Explain the reasons that may make an organization to choose this mode of publicity. (10 marks)
- (b) Explain the measures that a customer care officer should take while handling a customer complaint in order to ensure effective outcome. (10 marks)
4. (a) Explain the reasons that make it necessary for an organization to have well-defined objectives for its public relations strategy. (10 marks)
- (b) Public relations plays important roles in marketing of a company's products and services. Explain these roles. (10 marks)
5. (a) Outline the principles that a public relations manager should observe in order to achieve good media relations. (10 marks)
- (b) Highlight the features that make propaganda an effective tool of public relations. (10 marks)
6. (a) Explain the reasons that make it necessary for organizations to conduct market research for their goods and services. (10 marks)
- (b) Explain the factors that a public relations manager would consider while selecting a consultancy firm to carry out a public relations programme. (10 marks)
7. (a) Explain the ways in which informal groups enhance human relations in an organization. (10 marks)
- (b) Explain the reasons that make it necessary for an organization to develop long-term relationship with its existing customers. (10 marks)