2902/205 PUBLIC RELATIONS November 2016 Time: 3 hours



## THE KENYA NATIONAL EXAMINATIONS COUNCIL

## DIPLOMA IN SALES AND MARKETING

## MODULE II

PUBLIC RELATIONS

3 hours

## INSTRUCTIONS TO CANDIDATES

This paper consists of SEVEN questions.

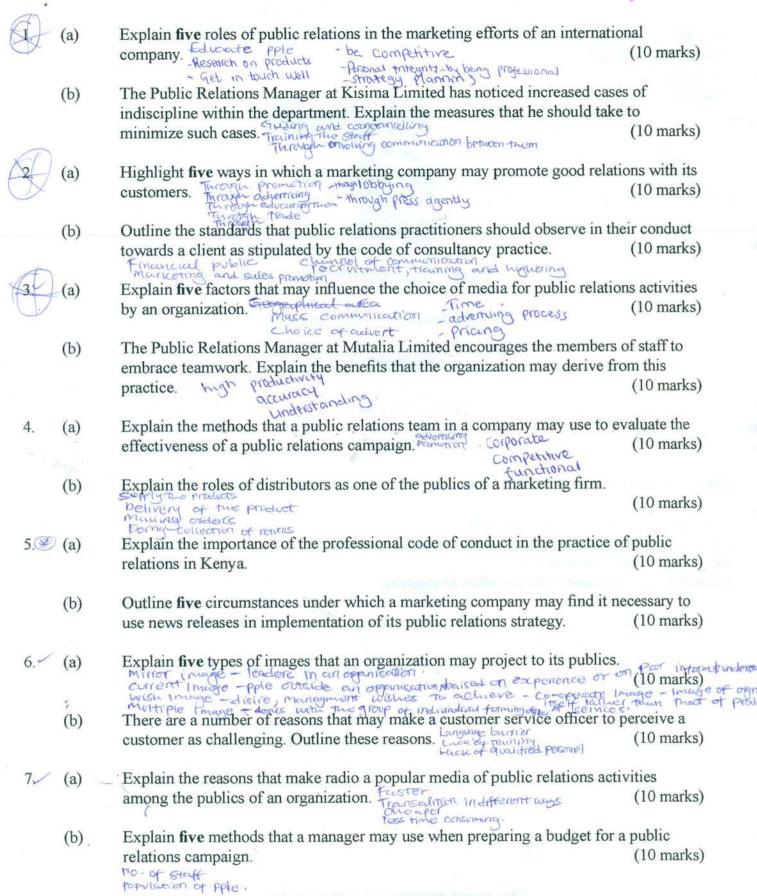
Answer any FIVE questions in the answer booklet provided.

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.



THIS IS THE LAST PRINTED PAGE.