

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.**

1. (a) Explain **five** roles of public relations in the marketing efforts of an international company. *Educate pple - be competitive (10 marks)*  
*- Research on products - Personal integrity - by being professional*  
*- Get in touch well - Strategy, planning*
- (b) The Public Relations Manager at Kisima Limited has noticed increased cases of indiscipline within the department. Explain the measures that he should take to minimize such cases. *Guiding and counselling (10 marks)*  
*Training the staff*  
*Through involving communication between them*
2. (a) Highlight **five** ways in which a marketing company may promote good relations with its customers. *Through promotion - through lobbying (10 marks)*  
*Through advertising - through press agency*  
*Through educating them*  
*Through Trade*
- (b) Outline the standards that public relations practitioners should observe in their conduct towards a client as stipulated by the code of consultancy practice. (10 marks)
3. (a) Explain **five** factors that may influence the choice of media for public relations activities by an organization. *Financial public channel of communication (10 marks)*  
*marketing and sales promotion recruitment, training and upgrading*  
*Geographical area*  
*Mass communication - advertising process*  
*Choice of advert - Pricing*
- (b) The Public Relations Manager at Mutalia Limited encourages the members of staff to embrace teamwork. Explain the benefits that the organization may derive from this practice. *high productivity (10 marks)*  
*accuracy*  
*Understanding*
4. (a) Explain the methods that a public relations team in a company may use to evaluate the effectiveness of a public relations campaign. *advertising promotion (10 marks)*  
*Corporate*  
*Competitive*  
*functional*
- (b) Explain the roles of distributors as one of the publics of a marketing firm. *Supply the products (10 marks)*  
*Delivery of the product*  
*Marketing orders*  
*Doing collection of returns*
5. (a) Explain the importance of the professional code of conduct in the practice of public relations in Kenya. (10 marks)
- (b) Outline **five** circumstances under which a marketing company may find it necessary to use news releases in implementation of its public relations strategy. (10 marks)
6. (a) Explain **five** types of images that an organization may project to its publics. *Mirror image - leaders in an organisation (10 marks)*  
*Current image - pple outside an organisation based on experience or on poor information*  
*Wish image - desire, management wishes to achieve - Co-operative image - image of open itself rather than that of product*  
*Multiple image - deals with the group of individuals forming the service.*
- (b) There are a number of reasons that may make a customer service officer to perceive a customer as challenging. Outline these reasons. *Language barrier (10 marks)*  
*Lack of training*  
*lack of qualified persons*
7. (a) Explain the reasons that make radio a popular media of public relations activities among the publics of an organization. *Faster (10 marks)*  
*Transmitted in different ways*  
*Cheaper*  
*Less time consuming.*
- (b) Explain **five** methods that a manager may use when preparing a budget for a public relations campaign. (10 marks)  
*No. of staff*  
*population of pple.*

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