

2902/205
PUBLIC RELATIONS
July 2017
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.
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) Anita was recently hired by Ardent Limited to work in the public relations department as a photographer. Outline the duties that she will be expected to perform. (10 marks)
- (b) The Public Relations Manager at Godo Limited is in the process of designing a public relations campaign to be carried out by the organization. Highlight the factors that she should consider to ensure the objectives set for the campaign are appropriate. (10 marks)
2. (a) Explain the ways in which public relations activities contribute to the achievement of marketing objectives in an organization. (10 marks)
- (b) Juliana has been appointed the Public Relations Manager at Ariana Limited. Outline the measures that she should take to promote good relations among the employees in the organization. (10 marks)
3. (a) There are certain barriers that may hinder the attainment of good customer service in an organization. Explain these barriers. (12 marks)
- (b) Explain the criteria that a public relations manager may use to prioritize the publics of an organization in terms of their importance. (8 marks)
4. (a) Many organizations are increasingly adopting the use of Corporate Social Responsibility (CSR) as a strategy for achieving their public relations objectives. Explain the reasons that may account for this trend. (10 marks)
- (b) The Public Relations Manager at Pradol Marketers has noticed a significant decline in the morale of employees in the department. Outline the indicators of such low morale. (10 marks)
5. (a) Many public relations practitioners prefer to use the six-point model when planning their public relations programmes. Explain the reasons that may justify this preference. (10 marks)
- (b) Public Relations plays important roles in enhancing effective relations among employees in an organization. Outline such roles. (10 marks)
6. (a) Wafula, a public relations consultant, is scheduled to enter into a consultancy contract with Peponi Limited. Explain the elements that such a contract should contain for it to be legally binding. (10 marks)
- (b) A salesperson is expected to make follow up on customer issues as part of his duties. Explain the importance of this practice in customer service. (10 marks)
7. (a) Explain the ways in which advertising differs from public relations as marketing activities in an organization. (10 marks)
- (b) Explain the reasons that make it necessary for an organization to promote good relations with the community in its locality. (10 marks)

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