

2902/205

**PUBLIC RELATIONS**

**July 2019**

**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) Mwendo Limited continues to engage external public relations consultants despite having a public relations department. Explain the reasons that may justify this situation. (10 marks)
- (b) Explain the circumstances under which exhibitions may be the appropriate media for public relations activities. (10 marks)
2. (a) Explain **five** reasons that make it necessary for a public relations officer to be imaginative. (10 marks)
- (b) Explain **five** ways in which an organization may demonstrate social responsibility to its employees. (10 marks)
3. (a) Highlight **six** measures that an organization may take to enhance its customer relations. (10 marks)
- (b) Explain the ways in which a manager may improve internal public relations in an organization. (10 marks)
4. (a) Poka Limited intends to improve its relations with the community in which it operates. Outline **five** activities that the organization may undertake to achieve this objective. (10 marks)
- (b) Organizations that do not engage in public relations activities may face certain consequences. Explain **five** such consequences. (10 marks)
5. (a) Explain the reasons why it necessary for public relations practitioners to have a code of professional conduct. (10 marks)
- (b) Explain **five** reasons why public relations plans (may fail) to realise the intended objectives. (10 marks)
6. (a) Explain **five** limitations of using television as a media for public relation activities. (10 marks)
- (b) Explain **five** ways in which a public relations officer may determine whether the organization is meeting the social responsibility expectations of a local community. (10 marks)
7. (a) Explain **five** was in which good human relations is important to an organization. (10 marks)
- (b) Explain the benefits that an organization may derive from establishing a customer relations management team. (10 marks)

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