

Name: _____ Index No: _____/_____

2908/205
PUBLIC RELATIONS
July 2015
Time: 3 hours

Candidate's Signature: _____

Date: _____



THE KENYA NATIONAL EXAMINATIONS COUNCIL

DIPLOMA IN HUMAN RESOURCE MANAGEMENT MODULE II

PUBLIC RELATIONS

3 hours

INSTRUCTIONS TO CANDIDATES

Write your name and index number in the spaces provided above.

Sign and write the date of the examination 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.

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) Outline the characteristics of propaganda as one of the elements of public relations. (10 marks)
(b) Public relations professional standards serve important functions in the practice of public relations. Highlight these functions. (10 marks)
2. (a) Highlight the reasons that may make it necessary for an organization to undertake public relations research. (10 marks)
(b) Explain the benefits that an organization may derive from having a strong corporate identity. (10 marks)
3. (a) Explain the reasons that make it necessary for a public relations manager to promote healthy relations among employees in an organization. (10 marks)
(b) Outline the consequences of negative corporate image in an organization. (10 marks)
4. (a) One of the steps in planning public relations programmes is appreciation of the situation. Explain the ways in which this step contributes to the success of the public relations programme. (10 marks)
(b) Outline the measures that a public relations manager should take to ensure effective communication in a crisis situation. (10 marks)
5. (a) Outline the attributes that a public relations manager should possess in order to be effective in his job. (12 marks)
(b) Explain the challenges that may be faced by the public relations department evaluating the effectiveness of a public relations campaign. (8 marks)
6. (a) Highlight that advantages of using mail questionnaires when collecting data for public relations research. (10 marks)
(b) Outline the importance of maintaining eye contact when communicating to an audience during a public relations event. (10 marks)
7. (a) Explain the factors that may enhance effective planning for a public relations exercise in an organization. (10 marks)
(b) According to some public relations managers employees are the most important publics for an organization. Explain the reasons that may account for this opinion. (10 marks)