

2908/205

**PUBLIC RELATIONS****July 2018****Time: 3 hours****THE KENYA NATIONAL EXAMINATIONS COUNCIL****DIPLOMA IN HUMAN RESOURCE MANAGEMENT****MODULE II****PUBLIC RELATIONS****3 hours****INSTRUCTIONS TO CANDIDATES**

*This paper consists of SEVEN questions.*

*Answer any FIVE questions in the answer booklet provided.*

*Maximum marks for each part of a question are indicated.*

*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** reasons that may make it necessary for an organization to develop a plan for its public relations activities. (10 marks)
- (b) Outline **five** ethical responsibilities of a public relations officer to a client. (10 marks)
2. (a) Describe the procedure that a public relations officer should follow when evaluating the outcome of a public relations program. (10 marks)
- (b) A public relations officer intends to use questionnaires to collect data in a research exercise. Explain **five** advantages of using this method of data collection. (10 marks)
3. (a) One of the outcomes of poor relationships in organizations is conflict. Outline **five** ways in which such conflict may be managed. (10 marks)
- (b) Public relations practitioners use writing as the primary tool for constructing public relations messages. Outline **five** principles that should be observed to enhance effectiveness of such writing. (10 marks)
4. (a) Explain **five** reasons that make it necessary for an organization to engage in public relations. (10 marks)
- (b) There are various services that a public relations consultancy firm may offer to a client. Outline **five** such services. (10 marks)
5. (a) An organization would be expected to make certain preparations for its communication during crisis. Outline **five** such preparations. (10 marks)
- (b) One of the media that may be used for public relations activities is the television. Explain **five** disadvantages of using this media. (10 marks)
6. (a) There are several challenges that non-profit organizations face when managing their public relations activities. Highlight **five** such challenges. (10 marks)
- (b) There are certain methods that may be used to measure the effectiveness of public relations programs in an organization. Outline **five** such methods. (10 marks)
7. (a) There are certain factors that a public relations officer may consider when determining the method to use to collect information in a research exercise. Explain **five** such factors. (10 marks)
- (b) Explain **five** factors that may limit the effectiveness of a public relations officer when implementing public relations programs in an organization. (10 marks)

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