

2908/205
PUBLIC RELATIONS
November 2018
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL
DIPLOMA IN HUMAN RESOURCE MANAGEMENT

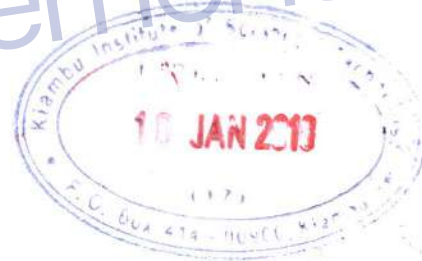
MODULE II

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) There are certain functions that a Public Relations officer is expected to perform. Outline **five** such functions. (10 marks)
- (b) Explain **five** organization related factors that may affect the results of a public relations campaign.
 → finances
 → Poor products
 → Comm
 PR Practitioner (10 marks)
2. (a) Bora Bora Company has decided to conduct research concerning its public relations undertakings. Explain **five** reasons that account for this move by the company. PR Research
Reasons 4 PR Research (10 marks)
- (b) There are certain guidelines that a public relations officer should observe when making a presentation for it to be effective. Outline **five** such guidelines.
 → Empathy
 → Good listener
 → Good comm
 → Audibility
 → HS audience
 → know (10 marks)
3. (a) There are certain qualities that a public relations officer should possess in order to perform his duties effectively. Highlight **five** such qualities.
 → Good listener
 → Empathy
 → Good comm
 → Good observer (10 marks)
- (b) XYZ Company Ltd is currently facing very adverse publicity from some of its activities. Outline **five** guidelines that the company should observe in order to manage the crisis effectively. (10 marks)
4. (a) Explain **five** advantages to an organization that uses a consultant to undertake its public relations activities. Benefit PR Productivity (10 marks)
- (b) There are certain factors that a public relations officer should consider when evaluating the effectiveness of employee publications in an organization. Explain **five** such factors. Practitioner (10 marks)
5. (a) The Public Relations Officer of Pesi Company Ltd has decided to use focus groups as a technique for gathering data in a public relations research exercise. Explain **five** advantages of using the technique. (10 marks)
- (b) There are certain ways in which a valid contract between an organization and a consultant may be terminated. Highlight **five** such ways. (10 marks)
6. (a) Explain **five** measures that an organization may take in order to enhance its corporate identity.
 → Sponsorship programs
 → Advertisements
 → Campaigns (10 marks)
- (b) Describe the steps that a public relations officer may follow when formulating a public relations programme for an organization. (10 marks)
7. (a) There are certain qualities that a leader in an organization should possess in order to be effective. Highlight **five** such qualities.
 → courage
 → Empathy
 → Sympathy (10 marks)
- (b) Explain **five** benefits that an organization may derive from maintaining good relationship with its surrounding community.
 → High productivity
 → Good relations with comm
 → Good image (10 marks)

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