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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
FOR THE CERTIFICATE IN BUSINESS MANAGEMENT
CBM 019 - HUMAN AND PUBLIC RELATIONS

Date: April, 2022.

Time: 11.00 am-

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) i) Define public relations (2 Marks)
ii) List four advantages of good human relations between management and its employees (4 Marks)
- b) Explain three ways through which an organization can motivate its workers. (6 Marks)
- c) Identify three skills necessary for managers to enhance good human relations. (6 Marks)
- d) Outline 6 types of publics that an organization can relate with in its public relations activities. (6 Marks)
- e) Highlight three different images that an organization can be associated with. (6 Marks)

QUESTION TWO (20 MARKS)

- a) Discuss five reasons why organizations should treat their employees with respect. (10 Marks)
- b) Explain five ways of improving human relations in a work place. (10 Marks)

QUESTION THREE (20 MARKS)

- a) Discuss five qualities of a good public relations officer. (10 Marks)
- b) Communication is key for the success of every company. Describe five ways through which a company can communicate to its employees. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) The mass media can build or destroy the image of an organization. Show how and why this can be so. (10 Marks)
- b) Give reasons why it is necessary to carry out orientation exercise when students join a new institution. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) As the class representative, you notice two of your colleagues are arguing adversely and almost about to fight in class. Advise them on the benefits of keeping good image. (10 Marks)
- b) Courtesy is an important factor in communication. Expound on words that can be used to demonstrate politeness and respect in communication. (10 Marks)