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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
FIRST YEAR, SECOND SEMESTER EXAMINATION
FOR THE DIPLOMA IN HUMAN RESOURCE MANAGEMENT
DHR 1201: HUMAN AND PUBLIC RELATIONS

Date: 15TH DECEMBER 2023
Time: 8:30AM-10:30AM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

SUSAN SWEETS

Susan's Sweets is a small, family-owned bakery in a charming suburban neighborhood. Known for its homemade treats and warm, welcoming atmosphere, the bakery has been a beloved part of the community for over three decades. However, with increased competition from larger chain bakeries and online ordering, Susan's Sweets faced the challenge of retaining its loyal customer base and attracting new customers. The local bakery market was becoming saturated, with larger chains and online bakeries offering convenient options and extensive marketing budgets. Susan's Sweets wanted to uphold its tradition of personal service and a cozy atmosphere but needed to modernize its image without losing its charm. Rather than attempting to compete with large corporations on price or scale, Susan's Sweets decided to leverage its authenticity and the warmth of its small, family-run operation. The bakery's founder, Susan, was the heart and soul of the business. Her warm personality, baking expertise, and love for the community were the bakery's unique selling points. The PR team decided to make her the face of the brand. Susan's Sweets actively engaged with the local community. They sponsored local events, participated in charity initiatives, and hosted bake sales for local schools and charities. The bakery offered a personalized customer experience by knowing customers by name, remembering their favorite treats, and offering personalized recommendations. By embracing its authenticity, engaging with the community, and highlighting its founder's personality, the bakery not only survived but thrived in the face of stiff competition, showcasing the power of personal touch in public relations.

Required

- a) Describe the advantages of developing one's personality to Susan Sweets' owner. (6 Marks)
- b) Social structure, interpersonal interactions, and human behavior are all significantly shaped by social organization. Explain to Susan sweets employees of the value of social organization in enhancing their quality of work. (6 Marks)
- c) Examine the role that public relations play in promoting Susan Sweets Bakers' activities. (6 Marks)
- d) Analyze the necessity of a customized consumer experience, which Susan Sweets adopted. (6 Marks)
- e) Explain how improving human connections can improve the business performance of Susan Sweets Bakery. (6 Marks)

QUESTION TWO (20 MARKS)

- a) Evaluate the stresses associated with the workplace that lower employee productivity. (8 Marks)
- b) There are many different situations and elements that might lead to conflicts at work. Comprehending these situations is crucial to handling and averting disagreements at work. Explain the circumstances that lead to conflicts at work. (6 Marks)
- c) Examine the necessity of staff involvement in management. (6 Marks)

QUESTION THREE (20 MARKS)

- a) Analyze the basis of enhanced relationships among employees within contemporary organizations. (8 Marks)
- b) Evaluate the factors that contribute to social stratification in a globalized economy. (6 Marks)
- c) Examine the necessity for a strong sense of self-worth for employees in organizations. (6 Marks)

QUESTION FOUR (20 MARKS)

- a) Explain the measures of improving employees' morale in organizations today. (8 Marks)
- b) Explain the psychodynamic theory's connection to personality and how it might improve workplace relationships amongst employees. (6 Marks)
- c) Describe the crucial role that human relations play in modern organizations. (6 Marks)

QUESTION FIVE (20 MARKS)

- a) With an aid of a diagram, explain the public relations process adopted in contemporary organizations. (8 Marks)
- b) Examine the elements that affect group formation in modern organizations. (6 Marks)
- c) Describe the key traits of successful public relations professional. (6 Marks)