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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 CERTIFICATE IN BUSINESS MANAGEMENT  
**CBM 019-HUMAN AND PUBLIC RELATIONS**

Date: 9<sup>th</sup> August 2023  
Time: 2.30pm-4.30pm

**INSTRUCTIONS TO CANDIDATES:**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

- a) Explain the importance of human relations in a business set up (6marks).
- b) Highlight the emerging issues and trends in human and public relations (6marks).
- c) Examine briefly the basic factors that influence individuals to differ (6marks).
- d) Identify the main characteristics of bureaucracy (6marks).
- e) Highlighting factors that determine social stratification (6marks).

**QUESTION TWO (20 MARKS )**

- a) Explain How Attitude Influences Behavior provide categories of attitudes (6marks).
- b) Evaluate basic causes of employee frustrations in an organization (6marks).
- c) Discuss characteristics of social stratification (6marks).

**QUESTION THREE ( 20 MARKS )**

- a) State factors which influences attitude formation (6marks).
- b) Recognize the qualities of a public relations officer in a work environment (6marks).
- c) Describe the code of professional conduct of human and public relations (6marks).

**QUESTION FOUR ( 20 MARKS )**

- a) Examine ways of improving human relations (7marks)
- b) Develop factors influencing choice of media in public relations activities (7marks).
- c) Explain attributes which influences on personality (6marks).

**QUESTION FIVE ( 20 MARKS )**

- a) Examine attitudes that are important in the workplace (7marks).
- b) state different forms of frustrated behavior (7marks).
- c) Explain common components of personality (6 marks)