



Kasarani Campus
Off Thika Road
Tel. 2042692 / 3
P. O. Box 49274, 00100
NAIROBI
Westlands Campus
Pamstech House
Woodvale Grove
Tel. 4442212
Fax: 4444175

KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2018/2019 ACADEMIC YEAR
DIPLOMA IN HUMAN RESOURCE MANAGEMENT
DHR 1201- HUMAN AND PUBLIC RELATIONS

Date: 12th April, 2018
Time: 2.30 Pm- 4.30 Pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Define the term public relations (3 Marks)
- b) Highlight eight qualities of a Public relations manager (8 Marks)
- c) State five media of Public relations (5 Marks)
- d) Outline four factors to consider when determining who should carry public relations (8 Marks)
- e) Highlight three types of crisis in an organization (6 Marks)

QUESTION TWO (20 MARKS)

- a) Define the term organizational culture (3 Marks)
- b) Outline eight public relations ethics (8 Marks)
- c) Outline nine types of Publics (9 Marks)

QUESTION THREE (20 MARKS)

- a) Discuss objectives of Public relations in an organization (9 Marks)
- b) Briefly discuss the advantages of using internal Public relations staff (8 Marks)
- c) Highlight three disadvantages of using external Public relations (3 Marks)

QUESTION FOUR (20 MARKS)

- a) Briefly discuss the reasons for planning Public relations programs (8 Marks)
- b) Discuss 4 factors to consider when choosing Public relations media (8 Marks)
- c) Correlate Public relations and Marketing (4 Marks)

QUESTION FIVE (20 MARKS)

- a) Discuss the responsibilities of Public relations (9 Marks)
- b) Discuss the importance guidelines one is supposed to formulate when developing Public relations image. (9 Marks)
- c) Differentiate between Public relations & Advertisement (2 Marks)