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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: 6th December 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 types of human relationships (6 marks)
- b) Explain basis for formation of attitudes (6 marks)
- c) Explain the three major causes of frustration? (6 marks)
- d) Explain three importance of studying public relations (6 marks)
- e) Explain the factors influencing choice of media in public relations activities (6 marks)

QUESTION TWO 20 MARKS

- a) Discuss factors determining social stratification (6 marks)
- b) Describe three characteristics of bureaucracy (6 marks)
- c) Describe three effects of attitude on behavior (8 marks)

QUESTION THREE 20 MARKS

- a) Discuss the three defense mechanism to frustration (6 marks)
- b) Highlight three factors affecting human relations (6 marks)
- c) Explain four components of personality (8 marks)

QUESTION FOUR 20 MARKS

- a) Explain four factors that make individuals to differ (8 marks)
- b) Describe four factors affecting human relations in organizations (8 marks)
- c) Explain two types of social organizations (4 marks)

QUESTION FIVE 20 MARKS

- a) Highlight the four qualities of Public Relations officer (8 marks)
- b) Describe four characteristics of good human relations (8 marks)
- c) Explain two types of publics (4 marks)