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

Date: 7<sup>th</sup> December 2022  
Time: 11:30am-1:30pm

**INSTRUCTIONS TO CANDIDATES**

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

**QUESTION ONE (30 MARKS)**

- a) Describe the role of public relations in organization. (6 Marks)
- b) Explain at-least three ways of improving human relations. (6 Marks)
- c) Highlight the major types of social stratification in an economy. (6 Marks)
- d) Identify characteristics of bureaucracy as a model for organization. (6 Marks)
- e) Describe factors which makes employees differ in an organization. (6 Marks)

**QUESTION TWO (20 MARKS)**

- a) Highlight the role of human relations in an organization. (6 Marks)
- b) Discuss the assumptions human relations theory in the workplaces. (7 Marks)
- c) Describe briefly at-least four characteristics of social stratification. (7 Marks)

**QUESTION THREE (20 MARKS)**

- a) As a HR expertise examine essentials of human relations to a company. (6 Marks)
- b) Examine factors affecting social stratification in a country. (7 Marks)
- c) Highlight the main types of personality in human relations. (7 Marks)

**QUESTION FOUR (20 MARKS)**

- a) As an HR specialist examine components of personality. (6 Marks)
- b) Explain some of the typical responses to frustration. (7 Marks)
- c) Evaluate four functions which serve attitudes in society. (7 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Discuss briefly factors which influences personality of people. (7 Marks)
- b) State and explain attitudes that are important in the work place. (7 Marks)
- c) Examine factors which causes frustration of employees. (6 Marks)