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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2017/2018 ACADEMIC YEAR
CERTIFICATE IN BUSINESS ADMINISTRATION
CBM 019-HUMAN AND PUBLIC RELATIONS

Date: 14th August 2018
Time: 2.30 Pm- 4.30 Pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30MARKS)

- a) Differentiate public relations and human relations (4 Marks)
- b) Identify five qualities of a public relations practitioner (5 Marks)
- c) Explain the stages in issue management (8 Marks)
- d) Explain the reasons for defining the public and the consequences of not defining the public (8 Marks)
- e) Explain the advantages of having a PR Manager and an internal PR department (5 Marks)

QUESTION TWO (20MARKS)

- a) Differentiate the following
 - i) PR and marketing
 - ii) PR and advertising (10 Marks)
- b) Identify various causes of conflict (5 Marks)
- c) Highlight the responsibilities of a PR practitioner (5 Marks)

QUESTION THREE (20 MARKS)

- a) Identify various PR staff and their responsibilities (6 Marks)
- b) Discuss at least four conflict resolution strategies (8 Marks)
- c) Explain the importance of human relations (6 Marks)

QUESTION FOUR (20MARKS)

- a) Explain two types of crisis (4 Marks)
- b) Define conflict and outline the steps in issues management (8 Marks)
- c) Explain the importance of staying connected with the public (8 Marks)

QUESTION FIVE (20MARKS)

- a) Define publics and give reasons why an organization would strive to know its publics (10 Marks)
- b) As the manager of your organization, explain how you would establish and maintain good relationships at workplace. (10 Marks)