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**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: 10th August 2018

Time: 8.30 Am- 10.30Am

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Identify seven qualities of a public relations practitioner (7 Marks)
- b) Discuss the merits and demerits of PR consultancy (8 Marks)
- c) Define human relations and explain the various aspects that influence our relations with others (7 Marks)
- d) Explain the approaches used to define the target publics (8 Marks)

QUESTION TWO (20 MARKS)

- a) Define crisis management and describe the necessary preparations in case of a crisis (10 Marks)
- b) Highlight the challenges that an internal PR department may encounter (5 Marks)
- c) Identify Five causes of conflict (5 Marks)

QUESTION THREE (20 MARKS)

- a) Outline the steps in issues management (7 Marks)
- b) Discuss at least five strategies for conflict resolution (5 Marks)
- c) Explain the importance of human relations (8 Marks)

QUESTION FOUR (20 MARKS)

- a) Explain the activities of a public relations practitioner (6 Marks)
- b) Discuss the importance of an organization culture (6 Marks)
- c) Define corporate identity and elements involved in corporate identity (8 Marks)

QUESTION FIVE (20 MARKS)

- 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)