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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2020/2021 ACADEMIC YEAR**  
**CERTIFICATE IN BUSINESS MANAGEMENT**  
**CBM 019 - INTRODUCTION TO HUMAN AND PUBLIC RELATIONS**

Date: 16<sup>th</sup> December, 2020.  
Time: 3.00pm – 5.00pm

**INSTRUCTIONS TO CANDIDATES**

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

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**QUESTION ONE (30 MARKS)**

- Propose the objectives of good public relations in Kenya organizations (6 Marks)
- In the 21<sup>st</sup> century various publics are adopted by many organizations. Identify them. (4 Marks).
- Briefly explain the essential career skills in public relations of the modern times (4 Marks).
- Propose the goals of human relations in modern organizations (5 Marks).
- Identify Elton Mayo's main areas of focus in his research on human relations (5 Marks).
- Briefly explain the factors that should be considered when drafting a public relations strategy of any given organization (6 Marks).

**QUESTION TWO (20 MARKS)**

- With the aid of a diagram, discuss the process of public relations adopted by most organizations in Kenya (12 Marks).
- Identify the differences between public relations activities and advertising in organizations (8 Marks).

**QUESTION THREE(20 MARKS)**

- Analyze the steps involved in media planning in organizations today (10 Marks).
- Discuss a typical organization chart of a public relations department in an organization of your choice (10 Marks).

**QUESTION FOUR(20 MARKS)**

- Explain the methods used to launch or promote products in product public relations (10 Marks).
- Discuss the positive impacts of public relations on society (10 Marks).

**QUESTION FIVE(20 MARKS)**

- A public relations practitioner must possess a profound understanding of public opinion. Identify the set of principles that are likely to help organizations maintain favorable public opinion ( 8 Marks).
- Propose possible indicators of crises in organizations in Kenya (6 Marks).
- Explain the main characteristics of human relations in modern organizations (6 Marks).