

2908/205

PUBLIC RELATIONS

July 2018

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

DIPLOMA IN HUMAN RESOURCE MANAGEMENT

MODULE II

PUBLIC RELATIONS

3 hours

INSTRUCTIONS TO CANDIDATES

This paper consists of SEVEN questions.

Answer any FIVE questions in the answer booklet provided.

Maximum marks for each part of a question are indicated.

Candidates should answer the questions in English.

This paper consists of 2 printed pages.

Candidates should check the question paper to ascertain that both pages are printed as indicated and that no questions are missing.

Pr Planning
Set target
Feasibility
Probability
Set time cost

Pr ethics

- 1. (a) Explain **five** reasons that may make it necessary for an organization to develop a plan for its public relations activities. (10 marks)
- (b) Outline **five ethical** responsibilities of a public relations officer to a client. (10 marks)

- 2. (a) Describe the procedure that a public relations officer should follow when evaluating the outcome of a public relations program. (10 marks)
Steps
1. feedback
2.
- (b) A public relations officer intends to use questionnaires to collect data in a research exercise. Explain **five** advantages of using this method of data collection. (10 marks)

- 3. (a) One of the outcomes of poor relationships in organizations is conflict. Outline **five** ways in which such conflict may be managed. (10 marks)
Media
1. Identify the issue
2. Prioritize
3. discuss
6. Opinion polls
7. Identify the officer
- (b) Public relations practitioners use writing as the primary tool for constructing public relations messages. Outline **five** principles that should be observed to enhance effectiveness of such writing. (10 marks)
Language
1. Identify the issue
2. Prioritize
3. discuss
4. solve crisis
5. solve crisis
6. solve crisis
7. solve crisis

- 4. (a) Explain **five** reasons that make it necessary for an organization to engage in public relations. (10 marks)
Functions of PR
1. Maintain positive image
2. launch new products
3. Advice Managers
4. solve crisis
5. create policies
6. create policies
7. create policies
- (b) There are various services that a public relations consultancy firm may offer to a client. Outline **five** such services. (10 marks)
1. Criticise
2. advice
3. Establish +ve
4. solve crisis
5. solve crisis
6. solve crisis
7. solve crisis

- 5. (a) An organization would be expected to make certain preparations for its communication during crisis. Outline **five** such preparations. (10 marks)
Rehearse
1. identify crisis
2. identify Audience
3. Prepare the spokes person
4. train the spokes person
5. solve
- (b) One of the media that may be used for public relations activities is the television. Explain **five** disadvantages of using this media. (10 marks)
1. expensive
2.

- 6. (a) There are several challenges that non-profit organizations face when managing their public relations activities. Highlight **five** such challenges. (10 marks)
political
1. identify crisis
2. identify Audience
3. Prepare the spokes person
4. train the spokes person
5. solve
- (b) There are certain methods that may be used to measure the effectiveness of public relations programs in an organization. Outline **five** such methods. (10 marks)

- 7. (a) There are certain factors that a public relations officer may consider when determining the method to use to collect information in a research exercise. Explain **five** such factors. (10 marks)
4. time
5. suitability
1. cost
2. reliability
3. efficiency
- (b) Explain **five** factors that may limit the effectiveness of a public relations officer when implementing public relations programs in an organization. (10 marks)

This paper consists of 3 printed pages.

Examinees should check the question paper to ascertain that both pages are printed and that no question is missing.

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Venny B