

2908/205
PUBLIC RELATIONS
November 2022
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.
All questions carry equal marks.
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.

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Turn over

1. (a) Explain **five** benefits that an organization may derive from using the internet as media for public relations activities. (10 marks)
- (b) Highlight **five** measures that an organization should take to ensure good relations with the community. (10 marks)
2. (a) Outline **five** ways in which an organization may benefit from an effective public relations department. (10 marks)
- (b) Explain **five** principles of good press relations. (10 marks)
3. (a) Highlight **five** consequences that a public relations team may take as a result of failure to plan a public relations programme. (10 marks)
- (b) Outline **five** indicators of good human relations in an organisation. (10 marks)
4. (a) Describe **five** methods that a public relations department may use to gather information for a press release. (10 marks)
- (b) Explain **five** human relation skills that public relations managers should possess to be effective in their work. (10 marks)
5. (a) Highlight **five** techniques of evaluating the effectiveness of a public relations programme. (10 marks)
- (b) Highlight **five** factors that a public relations manager should consider when selecting a method of carrying out public relations research. (10 marks)
6. (a) Explain **five** ways in which public relations professional organisation may uphold the integrity of the profession. (10 marks)
- (b) Outline **five** qualities of good public relations objectives. (10 marks)
7. (a) Describe **six** steps that a public relations team should follow when handling a crisis situation in an organisation. (12 marks)
- (b) Explain **four** benefits that an organization may derive from engaging a consultant in their public relations activities. (8 marks)

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