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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
FIRST YEAR, SECOND SEMESTER EXAMINATION
FOR THE DIPLOMA IN HUMAN RESOURCE MANAGEMENT
DHR 1201: HUMAN AND PUBLIC RELATIONS

Date: 19TH APRIL 2024

Time: 8:30AM-10:30AM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

ABC CONSULTING

In the vibrant city of Nairobi, Kenya, ABC Consulting, a growing firm, embarked on a journey to strengthen its human and public relations, recognizing their fundamental role in organizational success. Faced with challenges of internal communication gaps and a lackluster public image, the company sought to reinvigorate its relationships both within and outside the organization. Underlying the approach was the acknowledgment of the fundamentals of human relations. ABC Consulting implemented employee engagement programs, fostering a collaborative and inclusive work environment. Regular team-building activities, open communication channels, and mentorship initiatives were introduced, creating a cohesive corporate culture. Simultaneously, the company prioritized public relations to enhance its external image. Recognizing the power of effective storytelling, ABC Consulting revamped its communication strategy to highlight its corporate values, community engagement efforts, and success stories. This human-centric narrative resonated positively with the public, fostering goodwill and trust. The results were evident. Employee satisfaction and retention improved, leading to increased productivity. Externally, the positive public relations initiatives translated into a heightened brand reputation, attracting new clients and stakeholders. ABC Consulting not only nurtured a harmonious internal environment but also cultivated a positive external perception, ultimately contributing to sustained corporate success.

Required

- a) Explain the challenges faced by ABC Consulting in terms of its internal communication and public image. (5 Marks)
- b) Highlight how ABC Consulting addressed the communication gaps within their organization. (5 Marks)
- c) Identify the changes made at ABC Consulting to enhance its external image through public relations. (5 Marks)
- d) Explain how ABC Consulting measure the success of its internal initiatives. (5 Marks)
- e) Describe the external results of ABC Consulting's positive public relations initiatives. (5 Marks)
- f) Explain how did the combined efforts of strengthening internal and external relations contributed to ABC Consulting's overall success. (5 Marks)

QUESTION TWO (20 MARKS)

- a) As a human resource assistant of a renowned organization, create a template that highlights the importance of human relations in people management. (8 Marks)
- b) Using a diagram, describe the major themes in human interactions. (6 Marks)
- c) Assess the necessity of stress management in contemporary businesses. (6 Marks)

QUESTION THREE (20 MARKS)

- a) Describe the motivational theories listed below.
 - i. Self-determination Theory. (2 Marks)
 - ii. Goal Setting Theory. (2 Marks)
 - iii. Equity Theory. (2 Marks)
 - iv. Expectancy Theory. (2 Marks)
- b) "A positive and productive work environment can be created by organizations by identifying and addressing the various factors that contribute to low employee morale." Examine the reasons behind low morale in light of the above assertion. (8 Marks)
- c) Explain the reasons for the conflicts that arise in modern organizations. (4 Marks)

QUESTION FOUR (20 MARKS)

- a) Differentiate between human relations and public relations. (8 Marks)
- b) Analyze the elements that establish and determine social stratification in the modern business environment. (8 Marks)
- c) Highlight four components of personality. (4 Marks)

QUESTION FIVE (20 MARKS)

- a) With an aid of a diagram, discuss the process of public relations adopted by most organizations in Kenya. (8 Marks)
- b) Examine the elements that contribute to employees' increased self-esteem in modern organizations. (6 Marks)
- c) Evaluate the various causes of stress in modern workplace. (6 Marks)

