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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
FIRST YEAR, SECOND SEMESTER EXAMINATION
FOR THE DIPLOMA IN HUMAN RESOURCE MANAGEMENT
DHR 1201– HUMAN AND PUBLIC RELATIONS

Date: 16TH DECEMBER, 2022
Time: 8:30am-10:30am

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Identify the forces that influence human behavior at the workplace. (6 Marks)
- b) Describe the various benefits gained from self-disclosure as a way of eliminating guess work in the communication process. (6 Marks)
- c) Explain the characteristics of people with low self-esteem. (6 Marks)
- d) With an aid of a diagram, analyze the four step process in public relations. (6 Marks)
- e) Evaluate the benefits of public relations to the employees in modern organizations. (6 Marks)

QUESTION TWO (20 MARKS)

- a) Assess the basic themes that serve as the foundation for effective human relations in present day organizations. (12 Marks)
- b) Explain the four major rules employed by modern organizations to curb miscommunication amongst employees. (8 Marks)

QUESTION THREE (20 MARKS)

- a) Evaluate the factors that enhance self-esteem of employees in present day organizations. (10 Marks)
- b) Examine the principles of the goal setting that are aimed at enhancing organizational effectiveness. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Explain the various ways in which Public Relations Supports Marketing in contemporary organizations. (10 Marks)
- b) Analyze the five step process of clarifying and developing values in organizations today. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Assess the attitudes that are valued by employers in the 21st Century. (10 Marks)
- b) Explain the five types of images as adopted by organizations in the post pandemic era. (10 Marks)