



Kasarani Campus
Off Thika Road
Tel. 2042692 / 3
P.O. Box 49274, 00100
NAIROBI
Westlands Campus
Pamstech House
Woodvale Grove
Tel. 4442212
Fax: 4444175

KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
FIRST YEAR, SECOND SEMESTER EXAMINATION
FOR THE CERTIFICATE IN BUSINESS MANAGEMENT
CBM 019: HUMAN AND PUBLIC RELATIONS

Date: 10TH DECEMBER 2024

Time: 8:30AM-10:30AM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Human relations is the skill or ability to work effectively through and with other people.
State five essentials of human relations. (5 Marks)
- b) State six factors that determines the social group that an employee may join in an organization. Factors that determine social stratification. (6 Marks)
- c) Explain four features/characteristics of bureaucracy system of organization. (4 Marks)
- d) Highlight five limitations of bureaucracy as a management style. (5 Marks)
- e) Explain four ways in which a manager may motivate employees in an organization. (4 Marks)
- f) Elton Mayo theory Hawthorne experiments is considered as the bedrock of human relations movement in the management. Explain his finding in relation to how employees should be treated at work. (6 Marks)

QUESTION TWO (20 MARKS)

- a) Explain briefly on the importance of public relations in an organization. (5 Marks)
- b) The performance of employees is sometimes influenced by their attitude. Outline four characteristics of attitude. (5 Marks)
- c) Highlight five factors that may cause frustration among employees in an organization. (5 Marks)
- d) Explain how theory Y manager achieves positive results from employees. (5 Marks)

QUESTION THREE (20 MARKS)

- a) Attitude can be described as a tendency to react positively or negatively to a person or circumstances. Explain six factors that leads to the formation /development of attitude (6 Marks)
- b) Explain four measures that the management of an organization may put in place in order to manage frustrations among its employees. (8 Marks)
- c) Explain the different types of public relations that we have in an organisation (6 Marks)

QUESTION FOUR (20 MARKS)

- a) Explain five qualities of a public relations officer. (5 Marks)
- b) Outline five indicators of frustration among employees in an organization. (5 Marks)
- c) Maslow hierarchy of needs theory state five basics factors that employers should provide in order to have a productive workplace. Give a brief summary of these factors. (5 Marks)
- d) Personality refers to individual differences in characteristic patterns of thinking, feeling and behaving. What are the constituents of personality? (5 Marks)

QUESTION FIVE (20 MARKS)

- a) Highlight six signs of negative attitude towards work among employees in an organization (6 Marks)
- b) Explain three defense mechanism that frustrated employees may adopt? (6 Marks)
- c) State and explain two public relations functions. (4 Marks)
- d) Examine four personality determinant that make employees differ in an organization (4 Marks)