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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
FIRST YEAR, SECOND SEMESTER EXAMINATION
FOR THE DIPLOMA IN HUMAN RESOURCE MANAGEMENT
DHR 1201: HUMAN AND PUBLIC RELATIONS

Date: 20TH APRIL 2023
Time: 4:00PM-6:00PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Specify the objectives of good public relations in Kenya organizations (6 Marks)
- b) Evaluate the techniques that promote self-esteem in order to increase employee productivity (6 Marks)
- c) Describe the essential career skills in public relations of the modern times (6 Marks)
- d) Explain the goals of human relations in modern organizations (6 Marks)
- e) Analyze several ways of improving personal communication (6 Marks)

QUESTION TWO (20 MARKS)

- a) With an aid of a diagram, discuss the process of public relations adopted by most organizations in Kenya (6 Marks)
- b) Distinguish public relations from advertising as used in present day organizations (8 Marks)
- c) Explain the benefits of impersonal as well as interpersonal communication at work (6 Marks)

QUESTION THREE (20 MARKS)

- a) Explain the goal-setting ideas that employees should follow in order to increase their productivity (6 Marks)
- b) Draw a sample organizational chart for a public relations department in a company of your choice (6 Marks)
- c) With an aid of a diagram, analyze the process of effective communication at the workplace (8 Marks)

QUESTION FOUR (20 MARKS)

- a) Examine methods for making ethical decisions that benefit employees and the organization as a whole (8 Marks)
- b) Explain the various forces that influence behavior at work (6 Marks)
- c) Explain the ways of boosting employees' self-esteem as well as confidence so as enhance their productivity (6 Marks)

QUESTION FIVE (20 MARKS)

- a) Assess the basic themes that serve as the foundation for effective human relations (8 Marks)
- b) Examine the ways of developing active listening skills in employees (6 Marks)
- c) Explain the relationship between public and human relations in the world of work (6 Marks)