



# The Co-operative University of Kenya

**SUPPLEMENTARY / SPECIAL EXAMINATION AUGUST-2019**

**DIPLOMA EXAMINATION**

**UNIT CODE: CMHR 1206**

**UNIT TITLE: PUBLIC RELATIONS**

**DATE: 26<sup>TH</sup> AUGUST, 2019**

**TIME: 2:30 PM – 4:30 PM**

---

## **INSTRUCTIONS:**

- Answer question **ONE (compulsory)** and any other **TWO** questions

## **QUESTION ONE**

- (a) In day to day performance of the organization Public Relations is a vital factor to consider in order to achieve their organizational goals. Outline FIVE functions of Public Relations in an organization. (5 Marks)
- (b) State and explain FIVE components of Human Relations in an organization. (10 Marks)
- (c) Human Relations plays an important Role in an organization as far as Public Relations is concerned. Highlight the importance of Human Relations in the working environment. (5 Marks)
- (d) Give FIVE types of Public Relations. (5 Marks)
- (e) Outline FIVE challenges facing the Public Relations profession in carrying out their duties and Responsibilities. (5 Marks)

## **QUESTION TWO**

Research is an essential part of Public Relations management which includes contacting both formative and evaluative research. Explain the importance of research in Public Relations management. (20 Marks)

## **QUESTION THREE**

Discuss the ethical/standards governing Public Relations industry in Kenya. (20 Marks)

## **QUESTION FOUR**

State and discuss the Role of Public Relations in the corporate image building. (20 Marks)