



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF BUSINESS STUDIES

DIPLOMA IN PROCUREMENT AND MATERIALS MANAGEMENT
DIPLOMA IN HUMAN RESOURCE MANAGEMENT
DIPLOMA IN BUSINESS ADMINISTRATION
DIPLOMA IN BUSINESS MANAGEMENT
DIPLOMA IN ACCOUNTANCY

BMC 2116: HUMAN AND PUBLIC RELATIONS

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **FIVE** questions.
- Answer question **ONE (Compulsory)** and any other **TWO** questions.
- Do not write on the question paper

This paper consists of Two printed pages.

QUESTION 1 (Compulsory)

- a) Define the term Human Relations and state the difference between classical and human relations approach to management. **(10 marks)**
- b) Briefly discuss any **FOUR** aspects of good human relations in an office by employees. **(8 marks)**
- c) Define the term personality and state any **FIVE** components of personality that is clearly identical. **(12 marks)**

QUESTION 2

Discuss the **TEN** key principals in communication that ensure that information management activities are effective and successful. **(20 marks)**

QUESTION 3

- a) Briefly discuss the origin of personality. **(8 marks)**
- b) State and describe why different peoples personality differ. **(6 marks)**
- c) Outline any **FOUR** techniques used in improving ones personality. **(6 marks)**

QUESTION 4

Marketing experts will tell you that a well planned public relations campaign is often for more effective than advertising. Briefly analyse steps one can take to develop and create a public relations campaign. **(20 marks)**

QUESTION 5

Abraham Maslow a practicing psychologist developed theory of motivation based upon a consideration of human needs.

- a) Briefly state the assumptions in this theory. **(6 marks)**
- b) Break down the needs hierarchy into **FIVE** specific areas. **(4 marks)**