

BMC 2116 HUMAN AND PUBLIC RELATIONS

INSTRUCTIONS

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

Q1.

a) Explain meaning of the following terms as used in Human and Public Relations: 6 marks

- i) Leadership
- ii) Public relations activities

b) Briefly describe Herzberg's two factor theory of motivation. 8 marks

c) Justify why you would prefer to use electronic media in public relations. 6 marks

d) Explain difference between the following defense mechanisms. 8 marks

- i) Reaction formation
- ii) Projection

e) Define 'Personality'. 2 marks

Q2. a) Define the term 'human relations'. 2 marks

b) Briefly describe the factors to consider when selecting media in public relations. 8 marks

c) Highlight five factors responsible for causing stress and frustration among the workforce. 10 marks

Q3. a) Write short notes on the following types of leadership styles. 5 marks

- i) Autocratic leadership style
- ii) Transformational leadership style

b) Describe five duties of a Public Relations Manager 5 marks

- c) Explain Tuckman's five stages of group development. 10 marks
- Q4. a) Briefly describe Maslow's hierarchy of needs theory. 10 marks
- b) Some organizations prefer to engage consultants for their public relations issues. Discuss. 10marks
- Q5. Briefly explain the phases involved in public relations planning. 20 marks