

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. 4 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