



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

DPM/DBM/DBA/DACC/DFOO/DSM/DHRM

BMC 2116: HUMAN AND PUBLIC RELATIONS

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Dec 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

- a). Briefly explain the differences between the classical approach to management and the human relations approach to management (10 marks)
- b). Explain Five stages of group formation (10 marks)
- c). Discuss Five importance of public relations in an organizations (10 marks)

Question TWO

- a). Explain Five causes of conflict (10 marks)
- b). Outline the reasons of forming groups (10 marks)

Question THREE

- a). Discuss Five causes of frustration at the place of work (10 marks)

b). Outline Five main means of communication in public relations (10 marks)

Question FOUR

Write short notes on the following publics:-

- i. The community
- ii. Consumers and users
- iii. Potential employees
- iv. The media (20 marks)

Question FIVE

a). Discuss Five conflict solving strategies (10 marks)

b). Explain Five disadvantages of the human relations approach to management (10 marks)

