



# TECHNICAL UNIVERSITY OF MOMBASA

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## SCHOOL OF BUSINESS

### DEPARTMENT OF BUSINESS ADMINISTRATION

#### UNIVERSITY EXAMINATION FOR:

DPM/DBA/DBM/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.**

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#### **Question ONE**

- a). Explain the reasons why we need to study personality (10 marks)
- b). Maslow's needs theory broke down the needs hierarchy into five specific areas, helping managers visualize motivation. Outline these needs areas (10 marks)
- c). Factors that determine social stratification vary in vary a lot. Explain the factors that generally define and determine social stratification in societies (10 marks)

#### **Question TWO**

- a). Explain Seven qualities of a good public relations practitioner (14 marks)
- b). Outline the Id, Ego and Super ego as influencing ones personality (6 marks)

**Question THREE**

- a). Discuss the reasons for defining the publics in public relations (10 marks)
- b). Define Human relations, and outline how important it is in the job market (10 marks)

**Question FOUR**

Discuss propaganda and distinguish it from public relations (20 marks)

**Question FIVE**

- a). Discuss Five factors influencing group dynamics (10 marks)
  - b). Explain Five advantages of conflict to people (10 marks)
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