



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

DIPLOMA OF BUSINESS ADMINISTRATION/DHRM/DPMM

BMC 2116: HUMAN AND PUBLIC RELATIONS

END OF SEMESTER EXAMINATION A

SERIES: AUGUST 2019

TIME: 2 HOURS

DATE: Aug 2019

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

- i. Mirror image
- ii. Class system

b). Justify why you should equip yourself with human relation skills at the place of work
(8 marks)

c). Explain the difference between the following leadership types (8 marks)

- i. Transformational
- ii. Autocratic

d). Briefly describe Douglas McGregor Theory X and Y of motivation (8 marks)

Question TWO

a). Define media (2 marks)

b). Explain Five public relations activities that could be undertaken by a firm (10 marks)

c). Highlight four disadvantages of a human relations approach to management (8 marks)

Question THREE

a). Describe the Four main sources of attitude formation (8 marks)

b). Outline Six outcomes of not defining publics in public relations planning (12 marks)

Question FOUR

a). Highlight five factors responsible for causing resistance to change at work (10 marks)

b). Explain Five positive effects of conflict (10 marks)

Question FIVE

a). Explain Five characteristics that are found in informal groups (10 marks)

b). Outline Five factors influencing group dynamics (10 marks)
