



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 B

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). Factors that determine social stratification vary in different societies. Explain Four factors of social stratification (8 marks)

- b). Explain the meaning of the following terms as used in motivating staff (6 marks)
- i. Stroking
 - ii. Participation
- c). Highlight Four qualities of a good public relations officer (8 marks)
- d). Explain the main effects of negative attitude at work (8 marks)

Question TWO

- a). Personality influences your image of others and others image of you. Describe FIVE components of personality (10 marks)
- b). Leadership can have positive or negative development impacts. Explain Five factors that influence a leaders effectiveness. (10 marks)

Question THREE

- a). Write short notes on the following:
- i) Why organizations exist (5 marks)
 - ii) The characteristics of the radio (5 marks)
- b). Some people say that conflict is preventable. Highlight FIVE possible solving strategies of conflicts (10 marks)

Question FOUR

- a). Highlight Five defense mechanisms employed by people when faced by a frustration (10 marks)
- b). The background of a public relations officer may be helpful but not everything. Explain Five disadvantages of a public relations department (10 marks)

Question FIVE

- a). Outline the code of professional conduct in public relations (10 marks)
- b). Describe FIVE characteristics of television as a media used in public relations (10 marks)
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