



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN DSSO,DBM AND SALES AND MARKETING.

BMC 2116 HUMAN AND PUBLIC RELATIONS

END OF SEMESTER EXAMINATION

SERIES: JULY 2025

TIME: 2HOURS

DATE:Pick DateJULY 2025

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) i) Define public relations. | (2 marks) |
| ii) Explain four types of publics. | (8 marks) |
| b) Describe five roles of public relations. | (10 marks) |
| c) Highlight five ethics of a public relations officer. | (10 marks) |

QUESTION TWO

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| a) Explain the following systems of social stratification: | |
| i) The caste system. | (4 marks) |
| ii) The class system | (4 marks) |

- iii) The meritocracy. (2 marks)
- b) Describe five components of personality. (10 marks)

QUESTION THREE

- a) Researchers have discovered that people are more likely to behave according to their attitudes under certain conditions.
Q; Explain such five conditions. (10 marks)
- b) Highlight some five causes of frustrations. (10 marks)

QUESTION FOUR

- a) i) Describe five types of reactions to frustrations. (10 marks)
- ii) Explain some four characteristics of propaganda. (8 marks)
- b) Outline one similarity of propaganda. (2 marks)

QUESTION FIVE

- a) Explain five stages in the development of publics. (10 marks)
- b) Highlight five advantages of using a public relations department. (10 marks)