



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN BUSINESS MANAGEMENT

BMC 2116 HUMAN AND PUBLIC RELATIONS:

END OF SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME: 2 HOURS

DATE: Pick Date APRIL 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.

Answer question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

QUESTION ONE

- a) i) What is a public? (2 marks)
- ii) Explain the purpose of public relations. (2 marks)
- iii) Define a market. (2 marks)
- iv) 'The modern public relations is an outgrowth of three forces in the 19th and 20th centuries'
Q Identify two of those forces. (4 marks)
- b) Explain five types of publics. (10 marks)
- c) Highlight five stages in the development of publics. (10 marks)

Question TWO

- a) Explain five functions of public relations. (10 marks)
- b) Highlight five components of personality. (10 marks)

Question THREE

- a) Give five examples of outreach programs in public relations. (10 marks)
- b) Why do we study personality? (10 marks)

Question FOUR

- a) i) Explain four sources of attitude formation. (8 marks)
- ii) Define attitude. (2 marks)
- b) How can attitude influence our behaviour? (10 marks)

Question FIVE

- a) i) Define frustration. (2 marks)
- ii) Explain four sources of frustration in ones life. (8 marks)
- b) How can one overcome frustrations? (10 marks)