



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN BUSINESS ADMINISTRATION

BMC 2116 HUMAN AND PUBLIC RELATIONS

SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: NOVEMBER 2025

TIME: 2HOURS

DATE: ~~Pick Date~~ NOVEMBER 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) Explain the importance of studying human behaviour and dynamics. (6 marks)
- b) High light two importance of human relations. (4 marks)
- c) How can we practice good human relations in an office Environment. (10 marks)
- d) High light five levels of human needs by Abraham Maslow. (10 marks)

QUESTION TWO

- a) High light five factors that determine social stratification. (10 marks)
- b) Why do we need to study personality? (10 marks)

QUESTION THREE

- a) Explain the techniques of improving personality. (10 marks)
- b) High light four sources of attitude formation. (8marks)
- c) Define frustration. (2 marks)

QUESTION FOUR

- a) Explain four sources of frustration. (8 marks)
- b) Define attitude. (2 marks)
- c) Describe how we can overcome frustrations. (10 marks)

QUESTION FIVE

- a) Explain five techniques of Defence mechanism. (10 marks)
- b) High light five ethics of public relations professional. (10 marks)

