



# **MURANG'A UNIVERSITY OF TECHNOLOGY**

## **SCHOOL OF BUSINESS AND ECONOMICS**

### **DEPARTMENT OF HUMAN RESOURCE**

#### **UNIVERSITY ORDINARY EXAMINATION**

**2017/2018 ACADEMIC YEAR**

**FOUR YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF  
BACHELOR OF SCIENCE IN HUMAN RESOURCE**

**HEH 2406 - HUMAN RESOURCE & PUBLIC RELATIONS**

**DURATION: 2 HOURS**

**DATE: 7<sup>TH</sup> DECEMBER, 2017**

**TIME: 2.00 – 4.00 P.M.**

#### **Instructions to Candidates:**

1. Answer **Question 1** and **Any Other Two** questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

## **SECTION ONE - COMPULSORY**

### **QUESTION ONE**

- (a) Public relations is often confused with other departments in an organization. Distinguish public relations from other three departments (6 marks)
- (b) Indicate the five kinds of images in public relations (5 marks)
- (c) Elaborate on the importance of ethics in public relations in terms of information, behavior and code of conduct (9 marks)
- (d) Identify the three stages of crisis management and the purposes of communicating at each stage (6 marks)
- (e) Outline four theories of practice of public relations as a profession (4 marks)

## **SECTION TWO – ANSWER ANY TWO**

### **QUESTION TWO**

- (a) The organization you work for is planning to carry out an environmental conservation event. Using the six point planning model plan for the event (12 marks)
- (b) Public Relations communicates the purpose of an organization. Argue for or against the statement giving four examples. (8 marks)

### **QUESTION THREE**

- (a) Explain research and evaluation in Public Relations in terms of
  - i) Barcelona principles
  - ii) Objective setting
  - iii) Research roles
  - iv) Outcome evaluation
  - v) Output evaluation (15 marks)
- (b) Summarize public relations publics and give their importance (5 marks)

#### **QUESTION FOUR**

- (a) The community has raised an issue with the organization you work for concerning dumping waste in the local river. Analyze the issue and write a response to be used by the managing director to address the community with the following headings
- i) Where issues come from
  - ii) Qualities of an issue
  - iii) Differentiating an issue from a problem
  - iv) Strategic approach to issue management
  - v) Five steps of issue management (16 marks)
- (b) Illustrate the growing importance of Public Relations in African setting today (4 marks)