



**MURANG'A UNIVERSITY COLLEGE**

**(A Constituent College of Jomo Kenyatta University of Agriculture and Technology)**

**SCHOOL OF BUSINESS**

**HUMAN RESOURCE DEPARTMENT**

**2015/2016 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER ORDINARY EXAMINATIONS**

**BACHELOR OF SCIENCE IN HUMAN RESOURCE MANAGEMENT**

**HEH 2406: HUMAN RESOURCE PUBLIC RELATIONS**

**TIME: 2 HOURS**

**DATE: 8-12-2015**

**INSTRUCTIONS: Answer question 1 and any other two questions.**

**QUESTION ONE**

- a) Elaborate on the image and PR show the need for PR in an organization (14 Marks)
- b) Deliberate on crisis situations and issues in PR (16 Marks)

**QUESTION TWO**

- a) Discuss the composition of PR department outlining its activities (8 Marks)
- b) Discuss the role of PR in research and evaluation (12 Marks)

**QUESTION THREE**

- a) Explain planning and preparation of PR (12 marks)
- b) "PR Ethics is important." Discuss (8 Marks)

**QUESTION FOUR**

- a) Outline publics in PR pointing out their significance (12 Marks)
- b) Discuss the significant role played by PR in organizations (8 Marks)