



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

SECOND YEAR SECOND SEMESTER EXAMINATION FOR MODULE II

CRAFT CERTIFICATE IN BUSINESS MANAGEMENT

HUMAN AND PUBLIC RELATIONS

DATE: 7/9/2021

TIME: 2.30-5.30 PM

1. INSTRUCTIONS

2. Answer all the questions in this section

3. SECTION A 30 MARKS

1. Outline the importance of human relations in work place (5 marks)
2. Highlight the benefits of creating empowerment in the work place (5 marks)
3. Outline the principles of good human relations (5 marks)
4. State the factors determining the social stratification (5 marks)
5. Highlight the causes of frustrations in an organization (5 marks)
6. Outline the effects of frustrations in a workplace (5 marks)

SECTION B 40 MARKS

Answer only TWO questions in this section

7. (a) Explain ways of dealing with frustration in an organization (10 marks)
(b) Explain ways of improving the morale of employees in an organization (10 marks)
8. (a) Outline any five types of social stratification (10 marks)
(b) Highlight the features of social stratification (10 marks)
9. (a) Describe the characteristics of bureaucracy (10 marks)
(b) Explain the function of bureaucracy in an organization (10 marks)