



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

SECOND YEAR SECOND TERM EXAMINATION FOR

CERTIFICATE IN BUSINESS MANAGEMENT

HUMAN AND PUBLIC RELATIONS

DATE: 11/6/2021

TIME: 2.30-5.30 PM

INSTRUCTIONS:

ANSWER ALL THE QUESTIONS IN SECTION A

ANSWER ONLY TWO QUESTIONS IN SECTION B

SECTION A: 30 MARKS

Answer all the questions in this section:

1. Define the following terms (5 marks)
 - a) Human relations
 - b) Management
2. State the importance of studying human behaviour (5 marks)
3. Highlight the importance of human relations in the work place (5 marks)
4. Highlight the essentials of human relations (5 marks)
5. State any five ways of motivating the employees in an organization (5 marks)
6. State the importance of team work in an organization (5 marks)

SECTION B: 40 MARKS

Answer only two questions in this section

7. (a) Highlight the advantages of recruiting qualified staff in the organization (10 marks)
(b) Highlight the duties of human resource personnel in the organization (10 marks)

8. (a) state ways on how a human and public relations officer can adopt to improve the morale of his workers inn an organization (10 marks)
- (b) State and explain the characteristics of a good human and public relations officer (10 marks)
9. (a) Highlight ways of improving the productivity in an organization (10 marks)
- (b) Highlight the reasons for ensuring that the staff in a work place are fully satisfied (10 marks)