



MACHAKOS UNIVERSITY

University Examinations 2022/2023

DIRECTORATE TVET

SECOND YEAR FIRST TERM END OF TERM EXAM FOR

CRAFT IN BUSINESS MANAGEMENT 1906/2

MODULE 2

HUMAN & PUBLIC RELATIONS

DATE: 30/3/2023

TIME: 8:30 – 11:30 AM

INSTRUCTIONS TO CANDIDATES

*This paper consists of **two sections***

*Answer **ALL** questions in section A and any four in section B.*

Candidates should answer the questions in English

Section A (32 marks)

1. List three reasons for growth in human relations. (3 marks)
2. State three experiments conducted under Hawthorne studies. (3 marks)
3. Highlight three ways in which employee's morale impacts negatively on the quality of human relations in an organization. (3 marks)
4. List four measures that a supervisor may adopt to improve human relations at place of work. (4 marks)
5. Highlight any four factors that determine social stratification. (4 marks)
6. State three features of bureaucratic organizations. (3 marks)
7. List three components of personality. (3 marks)
8. Outline three factor that account for differences in individuals. (3 marks)
9. Outline how attitudes are formed. (3 marks)
10. Highlight three defense mechanisms employees may exhibit at the place of work. (3 marks)

SECTION B (68 MARKS)

Attempt any four questions

11. (a) Highlight any six intrinsic factors affecting human relations. (9 marks)
(b) Explain any four techniques you may adopt to ensure cordial relations at place of work. (8 marks)
12. (a) Describe the various forms of social organizations. (9 marks)
(b) Explain the common criteria used in social stratification. (8 marks)
13. (a) Highlight factors that influence attitude formation. (9 marks)
(b) Explain four causes of frustration at work. (8 marks)
14. (a) Outline any six typical publics to an organization (9 marks)
(b) Explain four roles of public relations function in an organization. (8 marks)
15. (a) Highlight the principles applied in a bureaucratic organization. (9 marks)
(b) Explain four ways in which employees cope with frustration at place of work. (8 marks)