

Candidate's Name: _____ Index No: _____

3402/104

Candidate's Signature: _____

COMMUNICATION, MARKETING
AND PUBLIC RELATIONS

Date: _____

June/July 2013

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

HIGHER DIPLOMA IN EDUCATION MANAGEMENT
MODULE I

COMMUNICATION, MARKETING AND PUBLIC RELATIONS

3 hours

INSTRUCTIONS TO CANDIDATES

Write your name and index number in the spaces provided above.

Sign and write the date of examination in the spaces provided above.

This paper consists of THREE sections; A, B and C.

Answer any TWO questions in section A, any TWO questions in section B, and ONE question in section C in the spaces provided.

Maximum marks for each part of a question are as shown.

Do NOT remove any pages from this booklet.

Candidates should answer the questions in English.

For Examiner's Use Only

Section	Question	Maximum Score	Candidate's Score
A	1	20	
	2	20	
	3	20	
B	4	20	
	5	20	
	6	20	
C	7	20	
	8	20	
TOTAL SCORE			

This paper consists of 20 printed pages.

Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.

SECTION A: COMMUNICATION

Answer any TWO questions from this section.

1. (a) Formulate **six** general guidelines that can facilitate effective communication. (6 marks)
- (b) Outline the essence of corporate communication. (6 marks)
- (c) Most large organizations today have created specialized departments for communicating. Explain the objectives of internal communication. (8 marks)
2. (a) Explain **three** roles of visual cues in non-verbal communication. (6 marks)
- (b) Some offices exhibit a large volume of documents that are poorly managed such that finding a record or file is extremely difficult. Explain **three** ways of creating order out of such chaos. (6 marks)
- (c) Describe the process of gathering information. (6 marks)
- (d) Briefly explain the use of communication guidelines as a mechanism for the horizontal integration of work processes. (2 marks)

3. (a) Below is a table in which ten interview contexts are presented. Indicate an objective for each kind of interview and give an example of each situation. (10 marks)

Objective	Description	Example
	Interviewer gathers facts, opinions, or attitudes from respondents.	
	Interviewer presents facts, opinions or attitudes to respondent often as instructions.	
	Interviewer attempts to influence respondents' attitude and ultimately behaviour.	
	Interviewer and respondent attempt to identify causes of a problem and seek a solution.	
	Respondent seeks advice from interviewer on a personal matter.	
	Interviewer and respondent exchange information on which to base employment decision.	
	Interviewer tries to minimise the respondents' dissatisfaction.	
	Interviewer offers feedback on respondent's performance and helps to set benchmarks to be met.	
	Interviewer and respondent meet to discuss the need for improvement.	
	Interviewer determines how respondent acts to pressure/ interviewer gathers injunction from respondent who does not wish to divulge information.	

- (b) Explain **two** ways in which one can use the read and mark method on borrowed books or magazines that cannot be marked. (4 marks)
- (c) Highlight **six** key tasks of corporate communication. (6 marks)

SECTION B: MARKETING

Answer any TWO questions from this section.

4. (a) Distinguish between micro and macro-marketing. (4 marks)
- (b) "Marketing-oriented managers think of segmenting as an aggregating process". Discuss this statement. (8 marks)
- (c) Outline the process of "personal selling" in education marketing. (8 marks)
5. (a) Classify marketing communication goals. (6 marks)
- (b) Explain the importance of "approach" in the sales sequence. (4 marks)
- (c) "Much of the value sought by customers is obtained directly from the consumption or use of goods or services they purchase. However, customers' satisfaction is not limited to direct product/service benefits." Discuss. (6 marks)
- (d) Outline six requirements for successful segmentation. (3 marks)
- (e) Explain the concept "depth segmentation". (1 mark)
6. (a) With the aid of an example explain the concept of "marketing audit". (10 marks)
- (b) Discuss five internal and external influences on educational product development in Kenya. (10 marks)

SECTION C: PUBLIC RELATIONS

Answer any ONE question from this section.

7. (a) Although public relations is usually thought of in terms of problems, it is more appropriate to look upon it in terms of opportunities. Discuss this view. (6 marks)
- (b) Outline two reasons that make public relations practitioners consider customers as the most important amongst groups of publics. (4 marks)
- (c) In an increasingly computerized society, there is a tendency to lose sight of the fact that a college is concerned with people not facilities. Explain five contributions public relations can make to correct this tendency. (10 marks)
8. (a) Examine the view that good communication is central to effective public relations. (5 marks)

