

KENYA SCHOOL OF GOVERNMENT

PROFICIENCY EXAMINATION FOR CLERICAL OFFICERS

AUGUST, 2019

PAPER CODE: 301

PUBLIC RELATIONS

DATE: WEDNESDAY, 21st AUGUST 2019

TIME: 1 HOUR

MORNING: 11:00 A.M. – 12:00 P.M.

INSTRUCTIONS TO CANDIDATES:

1. This paper consists of two sections, A and B.
2. Section A consists of **ten** compulsory questions carrying 30 marks
3. Section B consists of **two** compulsory questions each carrying 10 marks.
4. Answer all questions on the answer booklet provided.

SECTION A: COMPULSORY

1. State **four** reasons for establishment of a Public Relations Department in a Ministry. **(4 marks)**
2. State **three** ways in which a Clerical Officer may demonstrate empathy when handling customers. **(3marks)**
3. Identify **three** problem solving skills that a Clerical Officer should possess. **(3marks)**
4. State **three** unethical practices that a Clerical Officer may engage in when disseminating information. **(3 marks)**
5. State **two** reasons for introduction of employees' badges in a State Department. **(2 marks)**
6. State **three** benefits that may accrue to a State Department whose Clerical Officers comply with its Service Charter. **(3 marks)**
7. Outline **three** practices of a Clerical Officer who observes personal hygiene. **(3 marks)**
8. List **three** external publics of a State Department. **(3 marks)**
9. Identify **three** audio-visual media that may be used for public relations activities. **(3 marks)**
10. State **three** possible causes of customer complaints in a government office. **(3 marks)**

SECTION B: COMPULSORY

11. Explain **five** factors that a State Department may consider before engaging in social responsibility events. **(10 marks)**
12. As a Clerical Officer, you may encounter a bully customer in the course of duty. Explain **five** ways of handling such a customer. **(10 marks)**