

PUBLIC SERVICE COMMISSION

PROFICIENCY EXAMINATION FOR CLERICAL OFFICERS

SEPTEMBER, 2022

PAPER CODE: 301

PUBLIC RELATIONS

DATE: WEDNESDAY, 21ST SEPTEMBER, 2022

TIME: 11:00 A.M – 12.00 P.M (1 HOUR)

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 carrying **10 marks** each.
4. Answer all questions in the answer booklet provided.

SECTION A: ANSWER ALL QUESTIONS (30 MARKS)

1. State **three** benefits that may accrue to a State Department that maintains good relations with its employees. **(3 marks)**
2. Outline **three** functions of a public relations office in a State Department. **(3 marks)**
3. A State Department intends to hold a workshop. State **three** roles a clerical officer may play during the workshop. **(3 marks)**
4. List **three** actions that a customer who is dissatisfied with the services offered by a State Department may take. **(3 marks)**
5. Outline **three** ways in which a clerical officer may demonstrate attentiveness to a customer. **(3 marks)**
6. A clerical officer has been accused of receiving a bribe while offering services in a public institution. State **three** measures that the institution may put in place to discourage this unethical behavior. **(3 marks)**
7. State **three** reasons that may make it necessary to introduce a Service Charter in a Government Agency. **(3 marks)**
8. State **three** circumstances under which a clerical officer's mode of dress may compromise his personal grooming. **(3 marks)**
9. State **three** advantages of introducing a dress code in a Government Agency. **(3 marks)**
10. List **three** characteristics of an efficient and effective clerical officer. **(3 marks)**

SECTION B: ANSWER ALL QUESTIONS (20 MARKS)

11. Explain **five** benefits a State Department may derive from using television for its public relations activities. **(10 marks)**
12. Explain **five** ways in which a clerical officer may improve the quality of customer service. **(10 marks)**