

KENYA SCHOOL OF GOVERNMENT

PROFICIENCY EXAMINATION FOR CLERICAL OFFICERS

APRIL 2021

PAPER CODE: 301

PUBLIC RELATIONS

DATE: THURSDAY, 28 APRIL, 2021

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 **two** reasons why it is important for a State Department to maintain good relations with its suppliers. **(2 marks)**
2. State **three** ways in which a clerical officer may uphold confidentiality when serving customers. **(3 marks)**
3. State **three** circumstances under which a State Department may use radio for its Public Relations activities. **(3 marks)**
4. State **three** benefits that may accrue to a State Department whose clerical officers observe good behaviour. **(3 marks)**
5. State **four** ways in which a clerical officer may demonstrate diplomacy while serving customers. **(4 marks)**
6. State **three** measures that a clerical officer may take to manage time efficiently. **(3 marks)**
7. State **three** ways in which a State Department may improve its relationship with customers. **(3 marks)**
8. List **three** components of a Service Charter. **(3 marks)**
9. State **three** challenges a State Department may encounter while enforcing a dress code. **(3 marks)**
10. List **three** methods a customer may use to launch a complaint with a State Department. **(3 marks)**

SECTION B: COMPULSORY

11. Explain **five** benefits that a State Department may derive from engaging in Corporate Social Responsibility (CSR) events. **(10 marks)**
12. Describe **five** characteristics of a difficult customer. **(10 marks)**