



AMREF INTERNATIONAL UNIVERSITY
SCHOOL OF PUBLIC HEALTH
DEPARTMENT OF COMMUNITY HEALTH
BACHELOR OF SCIENCE-HEALTH SYSTEMS MANAGEMENT AND DEVELOPMENT
END OF SEMESTER EXAMINATION DECEMBER 2022

UNIT CODE: HMD 232

UNIT NAME: Public Relations and Customer Management

DATE: -8.12.2023

TIME: Two Hours **Start:**2.00 **Finish** 4.00

INSTRUCTIONS

1. This exam is marked out of **70 marks**
2. This Examination comprises **TWO** Sections
Section A: Compulsory Question (20 marks)
Section B: Long Answer Questions (40 marks)
3. All the answers should be written in the answer sheet
4. Do not write in the question paper
5. Any unauthorized materials are prohibited in the examination room

SECTION A: COMPULSORY (30 Marks)

Short Answer Questions

1. Define below **FIVE** terms as used in Public relations and customer management
 - a) Health Communication (1Mark)
 - b) Public relations tools (1Mark)
 - c) Customer (1Mark)
 - d) Client (1Mark)
 - e) Customer Relationship Management (CRM) (1Mark)
2. Outline **Four** functions of Health Communication (4 Marks)
3. State **SIX Cs** in Public relations and Customer Management (6 Marks)
4. Outlines **TWO** types of customers giving examples (2 Marks)
5. State **FIVE** components of Customer Relations Management (5Marks)
6. Outline **SIX** rights of clients and customers in a Health care system (3 Marks)
7. State **FIVE** elements of Communication in Health Care (5marks)

SECTION B ANSWER ANY TWO (40 MARKS)

1. The Governor of Bungoma County has invited you for the Launch of Community Health Promoters (CHP) Programme. As an expert of Public Relations and Customer Management in Health Systems Management Development, explain five principles of public relations in strengthening Community Health Services in the County **(20Marks)**
2. Public Relations and Customer Management is an integral part of strengthening WHO pillars of Health System. As an expert who has been invited to make a presentation during Health Communication Conference, explain four public relations tools that you would use as resources to monitor progress of Public Relations (PR) Campaigns in Health Sector giving relevant examples **(20Marks)**
3. In the recent past, COVID-19 Pandemic emerged as a global public health concern that required urgent intervention and awareness creation. Explain five barriers in communication of the pandemic that might have been experienced and offer recommendation to address the barriers **(20Marks)**