



AMREF INTERNATIONAL UNIVERSITY
SCHOOL OF PUBLIC HEALTH
DEPARTMENT OF HEALTH SYSTEM MANAGEMENT AND DEVELOPMENT
BACHELOR OF SCIENCE IN HEALTH SYSTEM AND DEVELOPMENT
END OF SEMESTER EXAMINATION APRIL 2024

UNIT CODE: HMD 232 UNIT NAME: Public Relations & Customer Management

DATE: APRIL 2024

TIME: Two Hours Start: Finish:

INSTRUCTIONS

1. This exam is marked out of 70 marks
2. Answer All Questions in Section A
3. Answer Any TWO Questions in Section B
4. The exam shall take 2 Hours

SECTION A: SHORT ANSWER QUESTIONS

ANSWER ALL QUESTIONS - 30 MARKS

1. Identify four (4) roles of Public Relations in Integrated Marketing Communications (IMC) (4marks)
2. State seven (7) Legal, Ethical, and Moral Considerations in Public Relations (7 marks)
3. a) Define Public Relations (3 marks)
b) Name six (6) Public Relations stakeholders (6 marks)
4. a) List four (4) Principles of Effective Public Relations Writing (4 marks)
b) Identify six (6) ways in which Social Media has impacted modern day Public Relations (6marks)

SECTION B: LONG ESSAY QUESTIONS

ANSWER ANY TWO (2) QUESTIONS (40 MARKS)

5. a) Consider a recent public relations campaign conducted by your employer or an organization that you know. Evaluate the campaign in light of the communication principles it adhered to and instances where improvements could be made. Discuss the impact of these communication strategies on the organization's relationship with its target audience and overall public perception. (15 marks)
b) Propose recommendations for enhancing the effectiveness of the campaign based on your discussion above (5 marks)
6. In the healthcare industry, building positive relationships with the broader community is essential for fostering trust and ensuring support for healthcare initiatives.
 - a) Discuss the role of Public Relations in community engagement? (10 marks)
 - b) Explain the benefits of Corporate Social Responsibility (CSR) to organizations and the community at large. (10 marks)
7. a) Explain Communication Theory (5 marks)
b) Discuss the role of communication theory in public relations (15 marks)