



**AMREF INTERNATIONAL UNIVERSITY**  
**SCHOOL OF PUBLIC HEALTH**  
**DEPARTMENT OF HEALTH SYSTEMS MANAGEMENT AND DEVELOPMENT**  
**BACHELOR OF SCIENCE IN HEALTH SYSTEMS MANAGEMENT AND DEVELOPMENT**  
**END OF SECOND SEMESTER EXAMINATION MAY-AUGUST 2024**

**HMD 232: Public Relations & Customer Management**

**DATE: August 2024**

**TIME: Two Hours                      Start: 0.00pm                      Finish: 0.00pm**

**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: ANSWER ALL QUESTIONS - 30 MARKS**

1. Identify four (4) ways in which Public Relations (PR) can be used to attract and retain health sector investors in Kenya (4marks)
2. State any six (6) key communications principles underlying successful Public Relations Practices (6 marks)
3. a) Define Communication Theory (4 marks)  
b) List any six (6) roles of communications theory (6 marks)
4. a) Identify four (4) reasons why media training is important in health management (4 marks).  
b) Name any six (6) strategies for shaping and influencing public opinion (6marks)

**SECTION B: ANSWER ANY TWO (2) QUESTIONS (40 MARKS)**

5. Explain the historical evolution of Public Relations (20 marks)
6. Explain four (4) ways in which an organization can leverage digital platforms for effective communication in the health sector (20 marks)
7. "Engaging with local communities through Corporate Social Responsibility initiatives and transparent communication fosters mutually beneficial relationships" Discuss (20 marks)