



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 SEMESTER EXAMINATION DECEMBER 2024
HMD 232 PUBLIC RELATIONS AND CUSTOMER MANAGEMENT

Date : 11 December 2024

TIME : Two (2) Hours **Start: 2.00PM** **End: 4.00PM**

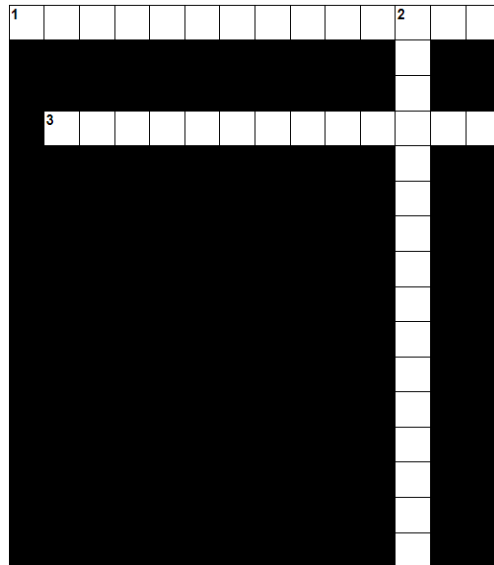
INSTRUCTIONS TO CANDIDATES

- 1) This exam is out of 70 marks**
- 2) Section-A is compulsory with a Total of 30 Marks**
- 3) Answer any TWO (2) questions in Section B**

Read carefully the additional instructions preceding each section.

Section A(30Marks) – Answer all questions

1. Complete the crossword to make the statements correct (6marks)



Across

Across: 1: Develop strong relationships with media outlets to ensure accurate representation of services

Across: 3: Clearly articulate organizational values and respond to challenges honestly to build trust

Down: 2: Monitor online feedback actively to address concerns promptly and encourage positive reviews

2. Outline five measuring dimension to measure internal customer satisfaction(5Marks)
3. Outline five strategies to improve emotional intelligence of an individual.(5marks)
4. Outline four strategies to improve customer satisfaction in a health facility(5Marks)
5. Outline five Key Components of Customer Experience in Healthcare(5Marks)
6. Outline four Strategies to improve external customer satisfaction (4Marks)

Section B: 40 Marks

Answer two questions.

7. Discuss five functions of a public relationship in a health care facility Kenya (20 Marks)
8. Discuss five training programs to improve internal customer satisfaction(20 Marks)
9. Discuss five approaches to improve customer satisfaction in a health delivery facility(20 Marks)

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