



**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 JANUARY-APRIL 2026**  
**HMD 232 PUBLIC RELATIONS AND CUSTOMER MANAGEMENT**

**TIME:** Two Hours  
**Date :** 13<sup>th</sup> April 2026  
**TIME :** Two (2) Hours Start-----5:00PM-----End...7:00PM...

**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(40 Marks)

***Read carefully the additional instructions preceding each section.***

## Section A

### 1. Matching Test Items (10 Marks)

Match Column A with Column B.

| Column A                  | Column B   |
|---------------------------|--|
| 1. Public Relations       | A. Strategic communication to build relationships    |
| 2. WHO Guidelines         | B. International standards for health communication  |
| 3. Stakeholders           | C. Groups affected by or influencing healthcare      |
| 4. Ethical PR             | D. Guided by codes of conduct and fairness           |
| 5. Media Relations        | E. Managing communication with press and journalists |
| 6. Internal Communication | F. Information flow within an organization           |
| 7. Crisis Communication   | G. Managing information during emergencies           |
| 8. Community Relations    | H. Building trust with local populations             |
| 9. Social Media PR        | I. Using digital platforms for engagement            |
| 10. PR Writing            | J. Producing press releases, brochures, newsletters  |

(1 mark each)

|          |  |  |  |  |  |  |  |  |  |
|----------|--|--|--|--|--|--|--|--|--|
| Column A |  |  |  |  |  |  |  |  |  |
| Column B |  |  |  |  |  |  |  |  |  |

### 2. Case Study (10 Marks)

Scenario: A district hospital in Kenya has been receiving negative publicity due to poor communication with patients and the community. Complaints include lack of transparency in service delays, inadequate staff communication, and weak engagement with local media. The hospital administration wants to strengthen its PR function.

Questions:

- Identify two key PR challenges faced by the hospital. (2 Marks)
- Suggest two strategies for improving internal communication among staff. (2 Marks)

- c) Propose two ways the hospital can build stronger community relations. (2 Marks)
- d) Explain two benefits of effective media relations for the hospital. (4 Marks)

### 3. Short Questions (10 Marks)

- a) Define customer care in health. (2 Marks)
- b) List three objectives of PR in health services. (3 Marks)
- c) Differentiate between internal and external publics in PR. (2 Marks)
- d) State three tools used in healthcare PR communication. (3 Marks)

### Section B (Answer any two, 20 Marks each)

#### Essay Questions (20 Marks each)

4 Discuss two historical evolution of Public Relations in healthcare, highlighting major global milestones and their relevance to Kenyan health services. (20 Marks)

5. Analyze the importance of ethical and legal considerations in healthcare PR, using examples of dilemmas faced by hospitals. (20 Marks)

6 Evaluate the role of communication principles and media relations in shaping public opinion about healthcare institutions. Provide examples from hospital PR campaigns. (20 Marks)