



MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

P.O. Box 972-60200 – Meru-Kenya

Tel: +254(0) 799 529 958, +254(0) 799 529 959, + 254 (0) 712 524 293,

Website: info@must.ac.ke Email: info@must.ac.ke

University Examinations 2023/2024

SECOND YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR
OF SCIENCE IN HEALTH SYSTEMS MANAGEMENT

NNH 3206: PUBLIC RELATIONS IN HEALTH SYSTEMS

DATE: DECEMBER 2023

TIME: 2 HOURS

INSTRUCTIONS: Answer question *one* and any other *two* questions

QUESTION ONE (30 MARKS)

- a) Write short note on:
- (i) Publics (2 marks)
 - (ii) Agency public relations (2 marks)
 - (iii) Brand image (2 marks)
 - (iv) Intranet (2 marks)
 - (v) Guest tour (2 marks)
- b) State five merits of public relations to a health system (5 marks)
- c) Describe the complaint handling procedure used by the Ministry of Health Kenya (5 marks)
- d) State five challenges health care managers may encounter while undertaking public relation activities in health systems (5 marks)
- e) Outline the roles that a health care manager can play in government relations (5 marks)



QUESTION TWO (20 MARKS)

- a) Describe five steps of handling crisis (10 marks)
- b) Explain five factors that make it necessary to maintain good employee relations (10 marks)

QUESTION THREE (20 MARKS)

- a) Justify with five reasons why a healthcare organisation should maintain good internal communication (10 marks)
- b) Describe how you can leverage social media for public relations in healthcare (10 marks)

QUESTION FOUR (20 MARKS)

Health systems are the subject of great media attention

- a) Explain four essential considerations in dealing with press (8 marks)
- b) State six principles of good press relations (6 marks)
- c) Analyse three types of press events that health systems can undertake (6 marks)

