



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

**MAIN CAMPUS AND NAIROBI CENTRE
UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR**

**FIRST YEAR, FIRST TRIMESTER EXAMINATION
BACHELORS OF SCIENCE IN HEALTH PROFESSION**

COURSE CODE: HPE: 302


**COURSE TITLE: PUBLIC RELATION IN HEALTH
PROFESSIONS**

DATE: Tuesday 29th January 2019

TIME: 9:00 Am to 12:00 Noon

INSTRUCTIONS TO CANDIDATES

Time: 3 hours. Answer all questions in section A and B. Section A: Comprises of 20 marks, 1 mark each
Section B: Comprises of 9 short answer questions: a total of 40marks. Section C: Comprises of THREE long
essay questions: 20 marks each: Answer question 1 and any other of the two.

This paper consists of two (7) pages. Please turn over 

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 5 Printed Pages. Please Turn Over.

Section A: Multiple Choice Questions

20 marks

1. The best action to be taken by public relations officer during crisis secondary to staff strike is ?
 - a. Apologizing
 - b. Denying
 - c. Remedy
 - d. Correction
2. To correct people's opinion about a negative image caused by media. The health organization the public relations practitioner needs to:-
 - a. Complain to his superiors
 - b. Warn employees of that organization
 - c. Have a meeting with a public
 - d. Initiate a public relations campaign
3. The public relations practitioner needs to know about the following people in order to survive in the market world of clinical medicine.
 - a. Mass Media
 - b. Clients
 - c. Competitors
 - d. Parents
4. A Communication campaign entails the following:
 - a. A set of communications about an issue
 - b. A set of pictures regarding an issue
 - c. A set of features about an issue
 - d. A set of groups targeting an issue
5. PR tactics are employed to
 - a. Kill the competition
 - b. Get profit
 - c. Impress people
 - d. Create a favourable image for the organization.
6. Which of the following is not among the publics of the PR health professional?
 - a. The government
 - b. The mass media
 - c. The community
 - d. Neighbouring countries
7. Public Relations is:
 - a. Saying good things about the organization
 - b. Relating well with your enemies
 - c. The practice of getting attention and shaping public opinion.
 - d. Talking a lot about yourself
8. Which of the following statements concerning public opinion is incorrect?
 - a. It is not acquired overnight
 - b. It can be caused by competitors
 - c. No one can do anything about it
 - d. It has to do with attitude

9. The PR professionals are also referred to using other names. Which one is not?
 - a. Corporate Relations Manager
 - b. Spin doctor
 - c. Industrial Relations Officer
 - d. Grammar policeman
10. One of the following is not an example of the role of Public Relations practitioners. Which one?
 - a. They represent employers and community projects.
 - b. They draft press releases and contact media who may print or broadcast their material
 - c. They liaise with media representatives from print and broadcast.
 - d. They protect companies from losses.
11. Which of the following should not be done during a crisis?
 - a. Deny and become overly aggressive
 - b. Rectify the situation
 - c. Apologize
 - d. Compensate those affected by the crisis
12. Formal communication channels include all those below except
 - a. Downward information flow
 - b. Upward information flow
 - c. Zigzag information flow
 - d. Horizontal information flow.
13. Companies communicate to the media and other stakeholders through:-
 - a. Press conferences
 - b. Competition
 - c. Financial gains
 - d. Gifts to clients
14. The following items can be reflective of an organization's corporate image. Which one is not?
 - a. Mission statement
 - b. Artifacts
 - c. Corporate colours
 - d. Marketing strategies.
15. The following are factors that influence attitude and opinion
 - a. Competitors
 - b. Prices of goods and services
 - c. Family
 - d. None of the above
16. In PR special events do not include three of the following. Which one is a special event?
 - a. Rally
 - b. sporting event
 - c. Dancing
 - d. Teaching
17. The following are examples of medical oriented campaigns. Which one is not?

- a. Campaign for paying taxes
 - b. Campaign against Malaria
 - c. Kick Polio out of Kenya
 - d. HIV/AIDs Campaign
18. Which of the following statements is true about Public Relations?
- a. Is not important for health professions
 - b. Does not improve morale
 - c. Alters people's social status
 - d. Improves image
19. Why do health professionals require training in Public Relations?
- a. To dance well
 - b. In order to speak fluently
 - c. To get profit
 - d. To function well and raise the profile of their organizations
20. Which of the following statements is true regarding image and hospitals in Kenya?
- a. All hospitals in Kenya portray a negative image
 - b. Image and hospitals are two very different and unrelated things
 - c. Image is important for all hospitals and other related organizations
 - d. Image is only a PR exercise

Section B: Short Answer Questions

(40 Marks)

1. What is a communication campaign? (5 marks)
2. Explain what you understand by the term 'Health-based communication' (5 marks)
3. Briefly describe five qualities that in your view are desirable in a PR practitioner. (5 marks)
4. Who are the major publics of the health professional? (5 marks)
5. Explain why Investor Relations are important for a health institution or organization (5 marks)
6. What do you understand by the term 'Media'? (2 marks)
7. What is Government Relations? (3 marks)
8. Explain five types of Media that can be used for a communication campaign. (5 marks)
9. Comment on the need for Community Social Responsibility for the health institutions (5 marks)

Section C: Long essay questions 40 marks: Answer TWO questions

40 marks

1. You are the new Corporate Relations Manager of a pharmaceutical company.
Members of the public have complained about some of the company's products.
 - a) Discuss 7 ways in which you may handle the crisis for success within a hospital set up
(14 marks)
 - b) Explain why crisis communication is important for your organization (6 marks)
(20 marks)
2. a) Discuss five the allegation that most of PR practiced today is 'preventive'
(10 marks)
 - c) What do you think is the future of the health-based organization given the
upsurge of technology (10 marks)
3. Corporate communication is an important management function.
 - a) Identify and explain ten (10) publics that the health- based organization needs to
communicate with. (10 marks)
 - b) As a new public relations officer in your organization, explain to management how you
intend to build and maintain corporate image using corporate relations. (10 Marks)

