



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

**UNIVERSITY MAIN EXAMINATIONS  
2022/2023 ACADEMIC YEAR  
THIRD YEAR FIRST SEMESTER EXAMINATIONS  
FOR THE DEGREE  
OF  
BACHELOR OF COMMERCE**

**COURSE CODE:** BCB 304

**COURSE TITLE:** PUBLIC RELATIONS

**DATE:** MONDAY, 5<sup>TH</sup> /12/2022 **TIME:** 3:00 - 5:00PM

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**INSTRUCTIONS TO CANDIDATES**

1. This paper consists of two parts, A and B.
2. Question **one** is **Compulsory**
3. Answer **Any other THREE** Questions in part B
4. Include all supporting calculations in your answers where appropriate.

TIME: 3 Hours

MMUST observes ZERO tolerance to examination cheating



## QUESTION ONE (COMPULSORY) (30 MARKS)

### HAIRDRESSERS' SALON

Most hairdressers that are located in the Lurambi Market busy streets have employed a good relationship management strategy. They are able to generate extraordinary levels of loyalty from their customers. This loyalty transcends price differences and the convenience of their location. Many women living in Lurambi will go to their favourite hairdresser because of the level of Customer-Relationship Management, even when they move from one estate to another or from one job to another they still leave other establishments to go their favourite one.

Those who visit the salon, go there because their favourite member of staff will do their hair, even when there is a more trained person. Most salons that have a high rate of loyalty from its customers can charge increasingly more for their services.

In most cases however, such loyalty is expensive to earn from the customers. They have a unique ability that will constantly dwell on the style and the colour of the service being provided. The key thing however, is to manage every aspect of the relationship with the customer in such a way that the customer is always satisfied.

Some of the obvious levels of satisfaction are that the salon is always clean, stylish and attractive. Attention to detail ensures that first impression becomes lasting impression. This includes the towels, sinks, aprons etc. therefore the real difference between this and a less successful salon can be understood by looking at the business from the customers' perspective.

#### *Required:*

- a) From the case above, one would argue that there is no difference between what PR and marketing does in organizations. What explanation would you give? (10 marks)
  - b) Advise the management of this salons on the ways of identifying customer satisfaction. (5 marks)
  - c) PR is not just communication, but performance of various tasks. Justify. (10marks)
  - d) Explain some of the customer relations dynamics in a hairdresser salon business. (5 marks)
- 2 a) As part of your final interview for a job as a PR officer, you are asked to justify why the organization needs the PR docket. What argument would you present? 10 marks
- b) PR officers should be able to undertake research. How useful is the information obtained? 10 marks
- 3 a) You have been approached as a consultant by an organization that wishes to conduct opinion surveys on its products and services in the market. Why is such a survey useful? 10 marks
- b) Before formulating a PR plan, one needs to carry out an analysis of the organization's situation. How can this be accomplished? 10 marks
- 4 a) There is no specific media that an organization is destined to use, but the choice is hers. What considerations need to made? 10 marks
- b) How can organizations effectively use lobbying to meet its strategic goals? 10 marks