



MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

P.O. Box 972-60200 – Meru-Kenya.
Tel: +254 (0)799529958, +254 (0)799529959, +254 (0)712524293
Website: www.must.ac.ke Email: info@must.ac.ke

UNIVERSITY EXAMINATIONS 2024/2025

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

NNH 3206 – PUBLIC RELATIONS IN HEALTH SYSTEMS

DATE: JANUARY 2025

TIME: 2 HOURS

INSTRUCTIONS: Answer Question **ONE** and any other **TWO** questions

QUESTION ONE

- a) Define the following concepts (5 marks)
- Stakeholders
 - Press release
 - Target audience
 - Brand image
 - Brand loyalty
- b) Outline five functions of public relations in a health care system. (5 marks)
- c) State five advantages of using public relations for communicating with the public (5 marks)
- d) With five reasons explain why employees are regarded as the most important public to any organisation. (5 marks)
- e) Outline five sources of data on public opinion used in public relations. (5 marks)
- f) State five elements of a crisis communication plan. (5 marks)

QUESTION TWO

- a) Describe the merits of using short messages services (SMS) to communicate with external customers of an organisation. (10 marks)
- b) Explain the features of public relations messages that can make them more apt for publication by the mass media. (10 marks)



QUESTION FOUR

Describe the methods used for health care marketing.

(20 marks)

QUESTION THREE

- a) Describe five legal issues that public relations practitioners should consider in the course of their work. (10 marks)
- b) In what ways can public relations practitioners avoid litigations related to these legal issues (10 marks)

