

CHUKA UNIVERSITY

DEPARTMENT OF BUSINESS ADMINISTRATION

- **BCOM 324**
- **PUBLIC RELATIONS & CUSTOMER SERVICE**
- **BACHELOR OF COMMERCE**
- **Y3S2**
- **0755-994142**
- **CHUKA/MAIN CAMPUS—5 STUDENTS**
- **ODEL**

INSTRUCTIONS

- **SECTION A-QUESTION ONE (1)- IS COMPULSORY**
- **SECTION B-ANSWER ANY OTHER TWO QUESTIONS**

QUESTION ONE (1)- IS COMPULSORY (30 MARKS)

Bidco unveils new healthy cooking oil

Bidco Africa is targeting health conscious customers with a newly launched Golden Fry amid rising cases of chronic diseases such as obesity and high blood pressure.

Under a campaign dubbed ‘Be Health Wise’, the firm will roll out a countrywide educational programme to create awareness on healthier living in partnership with the Nutrition Association of Kenya (NAK).

This comes after the company commissioned quality and healthy tests from established laboratories in Kenya as well as Asia, Europe and India.

“It was challenging to manage the testing internationally especially during the global lockdowns, but we successfully did this, ensuring integrity and authenticity to the value proposition that Golden Fry was going to take,” said Bidco Africa chairman.

“We engaged experts within and outside this field to deliver a brand that shall be a support to the much-needed healthy lifestyle needs.”

The new Golden Fry cooking oil is packed antioxidants and tocotrienols as well as vitamin A, D and E.

Antioxidants and tocotrienols have health-promoting properties that can help against diseases.

REQUIRED.

A. Are there any concerns about how the customers would be impacted by using the golden fry? **(10 Marks)**.

B. What will it take for you as the Public relations manager to get the most value? **(10 Marks)**.

C. What is your advice for the company in tackling the challenges facing Bidco? **(10 Marks)**.

SECTION B-ANSWER ANY OTHER TWO QUESTIONS

QUESTION TWO

A. Explain the situational theory in Public relations. **(10 Marks)**.

B. As a customer service manager at K.C.B, Discuss the key customer service skills to newly recruited customer service officials. **(10 Marks)**.

QUESTION THREE

A. Explain the Assimilation theory in Customer Service field. **(10 Marks)**.

B. Discuss the major functions of Public relations in corporate businesses. **(10 Marks)**.

QUESTION FOUR

A. As a customer service Director at Safaricom, Explain the Features of Customer Service during the departmental meeting. **(10 Marks)**.

B. Discuss the Principles of Public relations in Kenya. **(10 Marks)**.