

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**CHUKA/EMBU**

**EXAMINATION FOR THE AWARD OF CERTIFICATE IN TOURISM AND  
HOSPITALITY**

**CHTM 00401: PUBLIC RELATIONS AND CUSTOMER CARE IN TOURISM**

**STREAMS: CERT CHTM Y1S2**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 08/07/2021**

**11.30 A.M – 1.30 P.M**

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**INSTRUCTIONS:**

**Answer question one and any other two**

**QUESTION ONE (30 MARKS)**

- (a) Discuss four qualities of a good customer care practitioner. [8 marks]
- (b) Discuss five advantages of customer care service in tourism and hospitality market in Kenya. [5 marks]
- (c) Discuss at least five qualities of a good business information. [6 marks]
- (d) With examples discuss the four public relation's external public. [6 marks]
- (e) As public relations practitioner writes short notes about public relations as a discipline. [5 marks]

**QUESTION TWO (20 MARKS)**

- (a) A poorly organized press event is unforgivable. It is the work of public relations manager/customer care to ensure that the event is well organized and up to the expected standard. With examples discuss. [10 marks]
- (b) Export public relations is influenced by various factors that ultimately affects the market in many ways. Discuss factors to consider in export public relations. [10 marks]

**QUESTION THREE (20 MARKS)**

- (a) What are the major causes of stress to the public relations and customer care officers at their respective work stations. [10 marks]
- (b) In public relations ethics is a very good economics. Why is it paramount to be ethical always. [10 marks]

**QUESTION FOUR (20 MARKS)**

- (a) Using examples explain the essential parts a public relations needs to know about the media. [10 marks]
- (b) With examples to your answer elucidate the benefits that an organization accrues from sponsorship in Kenya. [10 marks]
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