

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA AND EMBU CAMPUSES

EXAMINATION FOR THE AWARD OF CERTIFICATE IN TOURISM AND
HOSPITALITY

CHTM 00401: PUBLIC RELATIONS AND CUSTOMER CARE IN TOURISM

STREAMS: CERT. Y1S2

TIME: 2 HOURS

DAY/DATE: THURSDAY 23/09/2021

8.30 A.M – 10.30 A.M.

INSTRUCTIONS:

- Answer question ONE and any other TWO.

QUESTION ONE (30 MARKS)

- (a) With examples discuss the qualities of a good public relation officer. (10 marks)
- (b) Discuss at least five qualities of a good business information. (5 marks)
- (c) With examples, elucidate five public relation's external public. (10 marks)
- (d) As good customer care/public relations officer writes short notes about public relations as a discipline. (5 marks)

QUESTION TWO (20 MARKS)

- (a) Using examples explain the essential parts a public relations officer 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)

QUESTION THREE (20 MARKS)

- (a) Discuss the causes of stress to the customer care and public relations officers. (10 marks)

- (b) With examples elucidate the advantages of being ethical as a public relations officer. (10 marks)

QUESTION FOUR (20 MARKS)

- (a) With examples, explain the role of public relations officer in ensuring that press even is successful. (10 marks)
- (b) Discuss factors to consider in export public relations. (10 marks)
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