

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE**

**BCOM 324: CUSTOMER SERVICE AND PUBLIC RELATIONS**

**STREAMS: BCOM Y3S2**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 12/04/2018**

**11.30 A.M. – 1.30 P.M.**

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**INSTRUCTIONS:**

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

**SECTION-A**

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

**Global Public Relations firm Weber enters Kenya, eyes slice of multinationals' spending**

Global public relations firm Weber Shandwick has entered the Kenyan market to tap into the growing business and consumer spending by offering communications and marketing services to multinationals expanding into the continent.

The firm's Nairobi office will serve as the East Africa hub working closely with its continent headquarters in South Africa and other affiliates to "execute pan-Africa client programs that reach across the region."

The firm's operations span across 129 cities globally with its headquarters in New York.

Weber Shandwick, in a statement, said the Nairobi office will support public and private sector organizations, looking to establish a footprint or expand their presence on the continent and act as an advisor on complex cross-border market and international development issues.

"Africa's growing economy is one of the most significant and energizing trends of our time. The continent's consumer and business spending is estimated to be worth \$4 trillion between now and 2025, and more than 50 million new middle and upper class households will emerge in the next decade," said Tim Sutton, chairman, EMEA and Asia Pacific, Weber Shandwick.

Jill Hamilton, CEO of Weber Shandwick Africa said more than 75 per cent of its work in pan-African.

**REQUIRED**

1. (a) Advise Weber on Public relations strategies they will adopt to penetrate the Kenyan market. (10 marks)
- (b) Discuss the customer care programs Weber will use to grow the East African business hub. (10 marks)
- (c) How can Weber differentiate itself from other public relations firms operating in Kenya? (10 marks)

**SECTION B-ANSWER ANY OTHER TWO QUESTIONS**

**QUESTION TWO**

2. (a) You operate a customer service consultancies in Tharaka Nthi County, discuss how the following may result in service breakdown.
  - (i) Product and service design and delivery. (5 marks)
  - (ii) Processes and programs. (5 marks)
2. (b) You have been recruited in a Microfinance institution in head-office. The institution is undergoing through negative publicity through social media. Prepare a crisis management plan to assist the MFI manage the crisis of losing customers. (10 marks)

**QUESTION THREE**

3. (a) (i) You have started your own public relations consultancy business in Kenya. Prepare a presentation to your client on the organization of publishing house in Kenya. (5 marks)
- (ii) Explain the R-O-S-I-E model in public relations advocated by Prof. Sheila.
- (b) Explain how the following factors have impacted on customer care.
  - (i) Geopolitical changes. (5 marks)
  - (ii) Globalization of the economy. (5 marks)

**QUESTION FOUR**

4. (a) You are working at K.C.B as customer care manager, prepare training module to your front line staff on how to deal with dissatisfied customers. (10 marks)
- (b) You have been newly recruited public relations manager for Family Bank. Prepare year 2018 public relations plan. (10 marks)
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