# MACHAKOS UNIVERSITY

**University Examinations for 2024/2025 Academic Year**

**SCHOOL OF BUSINESS, ECONOMICS, HOSPITALITY AND TOURISM MANAGEMENT**

**DEPARTMENT OF HOSPITALITY AND TOURISM**

**THIRD YEAR FIRST SEMESTER EXAMINATION FOR DEGREE IN BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT**

**SHT301: PUBLIC RELATIONS AND CUSTOMER SERVICE**

**DATE:** **TIME:**

**INSTRUCTIONS:**
*Answer question **ONE (Compulsory)** and **any other TWO** questions*

**QUESTION ONE (30 MARKS)**

a) Explain five benefits of "Stealing Thunder' theory in Crisis communication. **(10 Marks)**

b) Explain five specific roles played by government as a public in the Hospitality and Tourism Industry. **(10 Marks)**

c) Highlight ten PR code of ethics used to improve value of communication in Hospitality and tourism establishments. **(10 Marks)**

**QUESTION TWO (20 MARKS)**

a) Describe five advantages of cloud based Customer Relationship Management. **(10 Marks)**

b) Explain five ways Hospitality and Tourism establishments can engage the local community. **(10 Marks)**

**QUESTION THREE (20 MARKS)**

a) Discuss five benefits of digital PR in Hospitality and Tourism Establishments. **(10 Marks)**

b) Analyze five benefits of Hospitality and tourism PR. **(10 Marks)**

**QUESTION FOUR (20 MARKS)**

a) Describe five customer services channels used in the Tourism industry. **(10 Marks)**

b) Discuss five current trends in Tourism Public Relations. **(10 Marks)**

**QUESTION FIVE (20 MARKS)**

a) Highlight Five International bodies related to Hospitality and Tourism Establishments. **(5 Marks)**

b) State three roles played by each of the organizations mentioned in 5a above. **(15 Marks)**