



**Strathmore**  
UNIVERSITY

## **STRATHMORE BUSINESS SCHOOL**

**MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT**

**END OF SEMESTER EXAMINATION**

**HCM 8110: MANAGEMENT COMMUNICATION AND MEDIA RELATIONS IN  
HEALTHCARE ENVIRONMENT**

**Date:** Thursday, 5<sup>th</sup> April 2018

**Time:** 3 Hours

---

---

### **Instructions**

1. This examination consists of **FIVE (5)** questions.
2. Answer question **ONE** and **ANY OTHER TWO** questions

### **Question 1(Compulsory) (24 Marks)**

You work for the community hospital that is struggling with poor publicity after a series of serious mistakes. You have been asked to help design a plan that will communicate the position of the hospital and communicate the hospital's future plans. Using the context of the situation of the hospital, explain the following;

- a) Why it is important of communicating to your constituents and what are the key points to consider in preparing the plan. **(9 Marks)**
- b) How you will address the core aspects of objectives, constituents and message in preparing your plan. **(9 Marks)**
- c) Write a short message that will be used to communicate the message of the position and future plans of the hospital **(6 Marks)**

### **Question 2 (18 Marks)**

- a) Media relations is an important part of an organisations communication process. Explain what media relations is, what role it plays in an organisation and what possible conflict it can have. **(10 Marks)**
- b) Media relations require adequate planning. Discuss with examples, the 4 key points in media relation program planning. **(8 Marks)**

### **Question 3 (18 Marks)**

Stakeholders must continually receive communication of different types. Discuss how you would manage communication for two key stakeholder

a) Partners

**(9 Marks)**

b) Governments

**(9 Marks)**

**Question 4 (18 Marks)**

A crisis is a major catastrophe that occurs naturally or as a result of human error, interventions or malicious intentions.

Using examples, describe further what a crisis is and what damage it can cause.

**(6 Marks)**

Identify three characteristics that are common to most crisis.

**(6 Marks)**

Discuss the steps necessary to take in planning and preparing for a crisis.

**(6 Marks)**

**Question 5 (18 Marks)**

Power and influence are some of the ways to persuade others in communication. Suggest and explain with examples, tactics that you would use in persuading supervisors, subordinates and peer.