ST. MARY'S UNIVERSITY COLLEGE

FACULTY OF BUSINESS

DEPARTMENT OF MARKETING MANAGEMENT

AN ASSEMSSMENT OF PUBLIC RELATION PRACTICE IN THE CASE OF BANK OF ABYSSINIA

BY

Nejat Ferej

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SMU

ADDIS ABABA

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EXTERNAL EXAMINER   SIGNATURE

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Public relation is an effort to identify and interpret policies and programs of an organization with the objective to establish abridge of understanding and good will between an organization and its publics (Banik 2002:39). Moreover Public relations practice is the planned and sustained effort to establish and maintain good will and mutual understanding between an organization and its publics. It is planned and sustained effort with objectives of establishing and maintaining good will and understanding also an aspiration for two-way communications (noble and Watson, 2005:6).

Public relation defined as an applied social and behavioral science which measures evaluates and interprets the attitudes of the various relevant publics (Kaul 1988:14). The scale of activity to promote good public relation may vary considerably according to the size and nature of interested parties but the philosophy the strategy and method will be very similar weather the public relation program is designed on relevance of international understanding or to improve relation between a company and its customer agent and employee (black 2004:3).

Bank of Abyssinia was officially established by Emperor Menelik, the new bank of Abyssinia (BOA), which shares nothing with the former one but its name, was established. the new bank of Abyssinia had of course, a humble beginning, in that its shareholders numbered only 131, its work for 32 and had only one branch. Furthermore its subscribed capital was only birr 25million and its authorized capital birr 50 million, whereas its paid-up capital was just birr 18 million. It gives bank of Abyssinia's management great pleasure to say that the bank has since made great strides for it. Bank of Abyssinia has different kinds of services and large number of customers among the services provided by the bank are providing loans and advance to its customers, providing domestic and international money transfer services, providing international banking services for importers and exporters, providing deposit services in foreign currency for Ethiopian nationals and foreign nationals of Ethiopian origin handling money transfer sent through money

gram, express money transfer service and international business group and finally providing advice on banking, finance and investment to its customers. As a first bank in Ethiopia it must develop a better image in the mind of customers and publics, public relation is considered to be an important tool. Therefore this research tries to assess the public relations practices and activities of bank of Abyssinia

1.2. Statement of the problem

Cutlip (2002: 6) highlighted that public relations play a great role in facilitating the marketing activities of a business organization. Now a days public relations concept changes in to communication when an organization and its public gathering information about the present situation of an organization. In the dynamic market that helps in creating favorable image. Public relations also promote flows on both internal and external relations internally there must be good relation with its members of an organization.

According to scott (2004:4) explained that the basic cause for firms poor image in the mind of its public is the gap that lies between its of communication, understanding and cooperation as between the organization and the society at large.

There is a great need of public relation in public sector enterprises as they always remain in the public eyes. The good thing of enterprises are thus unable to win the public relation, where as its weakness always invite a lot of public criticism public relation can enlighten the people regarding the many problems faced by the public sector and its contribution towards the national economy (puri 1986:7).

Bank of Abyssinia has different kinds of services and large number of customers among the services provided by the bank are providing loans and advance to its customers, providing domestic and international money transfer services, providing international banking services for importers and exporters, providing deposit services in foreign currency for Ethiopian nationals and foreign nationals of Ethiopian origin handling money transfer sent through money gram, express money transfer service and international business group and finally providing advice on banking, finance and investment to its customers. As a first bank in Ethiopia it must develop a better image in the mind of customers and publics, public relation is considered to be an

important tool. The student researcher observed major problems of public relation practice of the bank. To mention some of the problem,

The customer raised a question by different way, the public relation program to support product or service marketing ignored, public relation practitioner job is simply communicating and it is not strong in terms of working with mass media further, it is not participated in different social events which definitely give or upgrade and put in minds of the society based on these facts the student researcher will try to asses and evaluates the public relation practice of bank of Abyssinia.

1.3. Research Question

The research will try to answer the following question.

1. What are the public relation tools which are practiced in bank of Abyssinia?
2. What are the major factors that affect the public relation practice in bank of Abyssinia?
3. How does the bank collect feedback from its customer?
4. What does the public relation practice of the bank looks like?

1.4. Objective of the Study

This part of the student research paper is to see general and specific objectives of the study

1.4.1. General Objective

The general objective of this study is to assess the public relation practice of bank of Abyssinia

1.4.2. Specific Objective

- To indicate bank collect and handle feedback from its customer

- To find out factors that affect the practice of public relation in bank of Abyssinia

- To identify the public relation practice of the bank

- To identify the type of public relation tools that are mostly practiced in bank of Abyssinia

1.5. Significance of the Study

As this paper is mainly focus on the public relation practice in bank of Abyssinia. The importance of this study includes;

To the organization

The importance of the study is to indicate the company what problems it has carry and what actions the company should take in order to improve public relation practice and forward better suggestion with regard to the practice of the bank

To the student

It creates good opportunity to the student researcher to learn the practical research process and technique

To other

The study will help for others as reference who want to study about the public relation practice.

1.6. Delimitation of the Study

The study is delimited to public relation practice in the case of bank of Abyssinia. Due to the branch of the bank are scattered throughout the country the research gives emphasis on Addis Ababa head office current status only. Because of time, place cost and other factors the student researcher used the data available from 2010-2012.

1.7. Research Design and Methodology

1.7.1. Research Design

In order to answer the above research questions the student researcher used descriptive type of research method. Descriptive research method helps to describe the research place as it is and also allow the use of both quantitative and qualitative approach

1.7.2. Population, Sample Size and Sampling Techniques

The student researcher used non-probability sampling approach particularly convenient sampling technique Due to the difficulty nature of determining sample size of the customers of bank of Abyssinia. The student researcher used malhotras (2006, 329) suggestion of 150 respondent customers as representative sample in order to have sufficient and reliable data.

1.7.3. Type of Data to be Collected

The student researcher used both primary and secondary data for the study. The primary data gathered from primary source like customers, and the public relation manager. In addition secondary data collected from many other references, Such as internet, books broachers, magazines and previous researches.

1.7.4. Method of data Collection

 The student researcher used both open and closed ended questionnaire, and interview to collect primary data. Questionnaires will be distributed to customers while they are coming to the bank for service. Interview will be taken personally with the head of the bank of Abyssinia. The secondary data will be gathered through referring different text books, internet and published and unpublished data of the corporation; related with the subject matter.

1.7.5. Methods of Data Analysis

The study used both qualitative and quantitative data analysis techniques. The responses that will be collected from questionnaires will be analyzed by quantitative approach; tabulation and percentage will be used. Responses that will be obtained through interview will be narrated qualitatively

1.8 Limitation of the Study

While conducting the study, the student researcher had experienced certain limitations. Among others, the following are the major limitations encountered by the student researcher.

- Some respondents were not able to complete the questionnaire.

- The time schedule outlined to collect the questionnaire was not mate because of respondents.

- Monetary constraint.

- Availability of information from the corporation's side.

1.9. Organization of the study

The researcher tries to classify this study into four chapters. The first chapter consists of the background of the study, statement of the problem, objective of the study, significance of study, delimitation of the study, research design and methodology and organization of the study. The second chapter consists of literature review. The third chapter deals with the data presentation analysis and interpretation of the research study. Finally The forth chapter includes summary, conclusions and recommendation.

CHAPTER TWO

REVIEW OF RELATED LITRATURE

2.1 Definition and Meaning of Public Relation

Public relation can be defined as the development and maintenance of positive relationship between an organization and its publics. The development place the responsibility on the organization and the world maintenance identifies public relation as an on-going and continuous process (Milner, 1995: 184).

Public relation is one of the major promotional tool and it build good relation with the companies various publics by obtaining favorable publicity, building up good corporate image and handling or heading of unfavorable rumor, stories and events (Kotler, 2006: 477-478).

Create proper public relation is one of the vital factors that determine the competitiveness of specific organization and create a better image in the mind of both internal and external customers and public relation is used to promote product, people, place, idea, activities, organization and even nation. Public relation is a management tool designed to favorably influence attitudes towards an organizations this promotional tool is typically a step child relegated for behind personal selling, advertising and sales promotion (Etzel and other, 2001: 561).

The practical public relation (Banik, 2004: 5) defined as the establishments of two ways communications to resolve conflict interests and the establishment of understanding based on truth, knowledge and full information from this perspective pubic relation requires execution of communication program designed to bring public acceptance and common understanding.

Many companies do not take the task of public relations seriously for various reasons; firstly the term public relations have not been defined properly. Different firms draw different mining out of it and make use of it in several ways, when they are unable to draw desirable results out of it they start neglecting it. Secondary most firms have a compact organizational structural in which there small public relations department whereas this task should be undertaken by the marketing department that is versify enough to make public dealings. Thirdly till recently many firms didn't

realize the value of public relation. For them it was a wasteful activity after the economy become open, they felt the need for it and started taking it seriously (Monga, 2003: 491).

Cooper and (heinbig 2000: 364) forwarding their idea on public relation; the act of evaluating public opinion and identifying organizational policies and practice with interest of the audience, followed by the development and execution of plans that earn public awareness, understanding acceptance, support and action, in addition to they also suggest that; in practice public relation is a multi-strategy, multi tactical means of reaching various external and internal target audiences called " publics" by practitioners, public relation enables peoples to deliver message that inform, educate and create or change opinions, attitudes and actions that have an impact on objectives.

Relationships may be between an organization and it stake holders. An organization communicates with various stake holders, both internal and external public relations efforts can be directed toward any and all of this firm stake holders can include customers, suppliers, employees, stake holders, the media, educators, potential investors, government officials and society in general public relations can be used to promote people, place, ideas, activities and even countries. It focuses on enhancing the image of the total organization (Pride, 2005: 477).

Public relation is the use of publicity and other non-paid forms or communication designed to present firm and its products positively they also suggest that public relation can be used to establish the social responsibility of a good corporate citizen. Because of the typical content and source or messages it is possible to reach upscale opinion leaders who in turn spread the massage (frazier and Harrell, 1995:455)

On the above definitions we can understand that public relations is effective way of communication in order to get better solution and to create better image in the mind of publics that results good will for an organization.

2.2 Overview of Public Relation

This portion of literature review gives emphasis on the public relations historical background and will try to vivid its functions

2.2.1 History of Public Relation

Public relation have a relatively short history and a very long way to go (banik 2004:10) further banik elaborates that public relations in the past has been practiced as an information and publicity tool of the government he also clearly categorized the phase of history banik explained that public relations in the past has been practiced as an information and publicity tool of the government he also clearly categorized the phases based on the Indian history as the era of propaganda the era of publicity and the modern public relations. All of the above three phases have their definite communication objectives the phase of propaganda techniques used to preserve the government rule and keep an eye on the intrigues of their enemies the era of publicity of public relations facilitate information availability to the public the modern public relations becoming an integral part of management process in the business activity. It establish credibility become a strategic resource to the management unlike any other profession modern public relations demand a high degree of ethical conduct credibility knowledge and creativity (banik 2004:10)

2.2.2 Public Relation and Social Responsibility

In today rapidly changing business markets the business is expected to build the management structure and the operations of the company which meet the competitive environment (banik, 2004:20)

Further banik strengthen this idea by saying the business should clearly indicate that the business and the community have a profound effect on each other perhaps the concept of social responsibility is developing in the minds of the management the general public etc.

According to bank the business should realize that it has the responsibility towards customer's community media action groups and the general public.

2.2.3 Function of Public Relations

Public relation has general objectives to establish and maintain appositive image of the company among its various publics (blech, 2004:23) therefore the public relation target to create a conductive work environment for the company and its objective public relations develops and implements program to meet organizations objectives by maintaining sustainable image bridging customer loyalty and other relevant publics including employees, suppliers, stockholders, government labor groups citizens action groups and the general public(belch; 2004:95)

According to kotler (2006:475) public relation department may perform any or all the following functions

•   Press relations /press agency – creating and placing news worthy information in the news media to attract attention to person, person, product or service

•   Product or service publicity- publicizing specific products

•   Public affairs building and maintaining relation with legislators and government officials to influence legislation and regulation

•   Counseling- spends time counseling top management to adopt positive program and to eliminate questionable practice so that negative publicity doesn't arise in the first place

•   Investor relations- maintaining relationships with shareholders and others in the financial community

•   Development- public relation with donors or members of not for profit organization s to gain financial or volunteer support

Objectives and aims of public relation

The main objective of public relations department is to enhance a company's reputation

According to Black(2004:18) the practical applications of public relation practice can be summarized under three main heading of public relation practice can be summarized under three main headings

• Positive steps to achieve good will:- these consist in arousing and maintain good will and public interest in the activities of an organization in order to facilitate the successful operation and expansion of those activities

• Action to safe guard reputation:- it is equally important to look inward at the organization and to eliminate customs and practices which through legitimate, are likely to offend public opinion or interfere with mutual understanding

• Internal relationship:- using public relation techniques internally in order to that the staff and employees of the organization shall be encouraged to identify their own interests with those of the management

2.3 Elements of Public Relation

1) The message to be transmitted

2) An independent third party endorser to transmit

3) A target audience to motivate

4) Medium (television, radio, etc.) to transmit the message

2.4 Public Relations for Internal and External Public

From the point of view of management there are two aspects of public relations internal and external. As banik explained in his book of effective public relation in public and private sector (banik, 2002:40-46) the modern management of any business has to enlist objectives winning confidence and trust of its shareholders, clients, and suppliers and public at large there by fulfilling its internal and external obligations

2.4.1 Internal public of public relation

The modern management of a business has to enlist to participation and support of it's workers to realize its objectives winning confidence and trust of its shareholders clients and suppliers and the public at large there by fulfilling its social obligations

The employees are the internal public of both public of both public and private sector companies they are important because they participate in its operation, production and formulation of its ideas effective communication between management and employees is of great importance

The objective of an internal communications programs should be the creation of an atmosphere of understanding and merited support of co-ordinate inter change of high morale and high efficiency communications as a practicing art has to be developed as a culture and philosophy so that every employee function as an effective communicator or as a change agent employees these days expect more information on what's happening to the company and how it will affect them. The internal communication program must be tailored to communicate with the employee's facts, figures and beliefs taken from the corporate policies, objectives and achievements

An organizations internal image and the moral of the work force depend a great deal on the flow of communication the organizations which refuse to communicate with their internal constituents and take them for granted fails to effectively handle the flow of internal communication and on many occasions are compelled to face undesirable consequences (banik, 2004:40-41)

2.4.2 External Public of Public Relation

External public relation as the name suggests, is concerned with people outside the organization since it is necessary to communicate with different groups of people in public relation the target population has to be defined it is very important to carefully identify the people to reach them effectively otherwise it may be difficult to achieve the desired objectives and result in undesirable consequences

The private sector companies are owned by individuals or shareholders and the external public for these organizations are:-

- Customers

- Shareholders

- Opinion leaders

- Mass media

- Community at large

- Civic and government bodies

- Financial institutions

- Citizens action groups and

- Public at large (banik, 2004:41-42)

2.5 The Role and Impact of Public Relations

According to kotler (2006:467) public relations can have a strong impact on public awareness at much lower cost than advertising can the company does not pay for the space or time in the media rather; it pays for a staff to develop and circulate information and to manage events if the company develops an interesting story. It would by picked up several different media having the same effects as an advertising that would have more credibility than advertising

Public relations activities are needed to deal with local government, media, trade associations and the general public. The role played by public relation is not just to help the company sell its product or service but also to present the firms as a good corporate citizen concerned about the future of the country often public relations are needed to deal with specific problems accompany faces it takes responsibility to maintain mutually beneficial relationships between the organization and its public (belchand belch;2003: 694)

In addition (shri and shri, 2004:12) public relations play an important vital role in enhancing image of organization in the eyes of the public relations is not projecting the negative as positive public relations in the organization existing and with whom the organization functions

2.6 Major tools of public relations

To communicate with internal and external customers and also the public a company's public relation department must use appropriate tools depending up on the nature of activities public relation tools as majors:-

•   Publications – companies rely extensively on published materials to reach and influence their target markets these include annual report, brochures, articles company news, letter magazines and audiovisual material (kotler, 2002:606)

•   Events – companies can draw attention to new products or other company activities by arranging special events like news conferences, seminar, outings exhibits contests and competitions anniversaries sport and cultural sponsorships that will reach the target publics (kotler, 2002:608)

•   News – one of the major tasks of public relation professionals is to find or creates favorable news about the company. Its products and its people news generation requires skill in developing story concept, researching it and writing après release but the public relation persons skill must go beyond preparing news, stories, getting to media to accept press releases and attend press conferences call for marketing and interpersonal skills (kotler, 2002:608)

•   Speeches – can also create product and company publicity increasingly company executives must field questions from the media or give tasks at trade associations or sales meeting and these events can either build or hurt the company's images (kotler, 2002:608)

• public services activities – companies can build good will by distributing money and time to good causes. Large companies typically ask executives to support community affairs. In other instances, companies will donate an amount of money to specified cause. Such cause related marketing is growing number companies to build a public good will (kotler, 2002:608)

Corporate identity – can help create a corporate identity that the public immediately recognize logos, stationary, brochures, signs, business forms, business card, buildings, uniforms and company cars and trucks all become marketing tools when they are attractive distinctive and memorable. Finally, companies can improve public good will by contributing money and time to public services activities (kotler, 2002:608)

2.7 Advantage of public relation

Public relations have both advantage and disadvantage (Belch, 2006:576) specified these elements as follows

Advantage

- Credibility – because public relations communications are not perceived in the same light as advertising that is the public does not directly or indirectly paid for them they tend to have more credibility.

- Avoidance of clutter – they are typically perceived a new items public relation messages are not subject to the clutter of advertisement

- Image buildings – effectives public relation help to develop appositive image for the organization a strong image is insurance against inter misfortunes

- Cost – in both absolute and relative terms, the cost of public relations is very low

- Leading generation – information about technological innovations and the like may results the firm some quality sales leads

- Ability to reach specific groups – if the company does not have the financial capability to engage in promotional expenditures, the best way to communicate to these groups is though public relations

2.8 Factors Affecting the Effectiveness of Public Relation

There might be many factors which have an influence on the practical public relations activities of any organization. Hiebing and cooper (2003:383) recommend the following factors should be considered prior to any public relations activities implemented these activities are setting public relation objectives identifying the company target group identifying the appropriate public relation tools activities shall be specific setting standards selection of personnel of public relations department and availability of technology.

2.9 Practice of PR in Banks

Public perception is the key to the success of any bank. In the liberated market economy and a more competitive environment with more players and innovative products in banking industry, a question arises how we build public relations on banks. It is through customer- friendly approach based on two-pronged strategy:-

- Customer friendly products and honest services.

- A public relations communication strategy (redid, 2010:228)

Some public relations are determent factors in improving the reputation of individual bank or financial institutions to build up enduring relationships with the people inside and outside the bank. Banks deal with the public money, are the repositories of peoples savings, serve people with financial services, have to maintain good relations with stakeholders, have to liaise with other financial institutions and government and non-government bodies, have to deal with media for effective communication, have to provide information under the right to information act, etc. are few to quote functions that justify the need for public relations in the banking industry (redid,2010: 229)

2.10 Dimensions for Public Relations in Banks

- Employees relations

Employees are one of the public that have to be cared for by public relations as they provide services to customers. Though employees of the bank are the constituencies for public relations department, the management expects that public relations must be directed towards external publics. A research in the area of customer services shows that customers can be satisfied if and only if employees are themselves satisfied. The main business of the bank is to satisfy customers and only asatisfied employee is capable of delivering the quality service expected by customers. House journals are the key tools of employees relations (redid, 2010:232)

- Relation with customers

A bank customer is broadly defined as apotential users of banks service. Ensuring his/her satisfaction is of paramount importance to a banker. The concept of customer satisfaction, therefore, has gained renewed emphasis in the present-day context.

Today, customer awareness grown and therefore, they are more demanding. The mass media, the consumerism and media exposure have raised the levels of expectations and this trend will continue. In the current scenario when banks have very little difference in interest rate, the only differentiation and most powerful weapon they have is customer service. A customer evaluates

the bank on the basis of his/her past experience, awareness and above all his/her perception of the banks service quality (reddi, 2010:233)

- Service survey

Customer service is an important arm in the public relations exercise of any bank. public relations in terms of customer service is performance, followed by recognition. If the bank staff and authorities do not perform, then its negative image will be built rather than a positive image (Reddi, 2010: 2010:235)

- Media relations

Since media is the conduit of reaching publics of the bank, public relations is expected to create and maintain good media relations for getting fair coverage in both print and electronic media. Tactics, such as press kit, press conference, news photograph, press discussions are utilized for getting good coverage of banks activities, and also reaching the target audience (Reddi, (2010:235)

2.11 Challenges of Public Relations

As Weiner, (2006:21-29) discussed; public relations faces numerous challenges on a number of different levels. From within the organization, public relation budgets have always been given great scrutiny-meaning, kept as small as feasible and sometimes smaller and yet the expectation is that public relation will provide areturn on investment for every dollar spent. Public relation is under pressure to deal effectively with the proliferation of new media and new media categories and globalization. Finally, from within the public relations profession places obstacles in its own path, such as loosely defined professional standards, generally inadequate levels of professional education and talent development.

Internal Challenges

The internal challenges include conventional marketing wisdom that often boxes public relation efforts into old formulas, constrictions of funding and resource, and uncontrollability of information.

- **Conventional Marketing Wisdom**

Conventional marketing wisdom often keeps public relation on periphery (side-line). Within most organizations, public relation is regarded as great for interacting with the media, writing and distributing press releases, and helping with special events, but not much else. However, the sphere and potential of public relations is much greater than top management often perceives. Whether it is raising awareness among prospective hires about a company's being a desirable place to work or Wall Street as being a worthwhile investment, or creating marketing momentum to accelerate the scale of goods and services, public relation is capable of some very heavy lifting.

- **Resource and Funding**

Generally speaking, one of public relations key benefits is that it is intrinsically less costly than advertising. Public relation requires no money-back offers and no media buys, so even its most ardent practitioners want it to have a smaller budget. That being the case, it would be unrealistic to expect that public relation would ever have the same budget as advertising. But still, even as marketers being to recognize public relations abilities, public relations is grossly under funded when compared to other marketing forms. to properly deliver consistent and effective public relations results, public relation programs must be properly funded.

External Challenges

Public relations practitioners also face greater external challenges than ever before, including back of control of the media, greater media attention to corporate behavior, and the risk of new forms of media, especially on the internet.

2.12 Measuring the Effectiveness of Public Relation

According to (belch, 2004:577), to determine if the public relations program is working the firm must measure the effectiveness of the public relation effort as with the other promotional relation elements. It is important to evaluate the effectiveness of the public relation effort. In addition to determine the contribution of this program element to attaining communications objectives, the evaluation offers other merits.

- It tells management what has been achieved though public activities.

- It provides management with a way to measure public relations achievement quantitatively

- It gives management away to judge the quality of public relations achievements and activities Simon in (belch;2004:578) suggests additional means for accomplishing this evaluation process, including the following:

- Personal observation and reaction- personal observation and evaluation by ones superiors should occur at all levels of the organizations.

- Matching objectives and results- specific objectives designed to attain the overall communications objectives should be related to actions, activites or media coverage.

- The team approach- one way of evaluating public relation activities especially in internal public is the degree that results from public relations in creating term approach to meet the overall objective of an organization.

Therefore by doing the above others the company can make effective public relation activities.

2.13 Evaluating Public Relation Effectiveness

One approach to measuring the effectiveness of publicity based on public relation is to count the number of exposures in the media to determine which releases are published in print media and how often, an organization can hire a clipping service, a firm that clip and sends news releases to client companies. To measure the effectiveness of television coverage , affirm can enclose a card with its publicity releases, requesting that the television station record it is name and dates when the news items is broad cat (pride, 2005:480).

The evaluation step in public relation program is essential. It permits the practitioner to assess the effectiveness of the effort, demonstrate that effectiveness to management and plan for future efforts. It also gives an opportunity to adjust tactics while the campaign is progress all this means that competent evaluation demonstrates the value of public relations to management.

Evaluation techniques may include impact analysis, audience coverage, audience response, campaign impact, and environmental assessment.

CHAPTER THREE

DATA ANALYSIS, INTERPRETATION, AND PRESENTATION

This chapter of the study deals with presentation, analysis, and interpretation of data's obtained from sample respondents of bank of Abyssinia customers by the means of questionnaire. A total of 150 questionnaires were distributed to customers, however, out of the 150 customers 0nly 130(86%) of them cooperated in filling and returning the questionnaire the rest 20(10%) were not able to give their response

3.1. General characteristics of the respondent

Table 1 respondents Background of information

No	Item	No of respondents	Percentage %
1	Gender		
	Male	80	62
	Female	50	38
	Total	130	100
2	Age		
	18-25	22	17
	26-33	45	35
	34-41	36	28
	42-49	27	20
	Above 50	-	-
	Total	130	100

3	Educational level		
	12th complete	19	15
	Certificate	24	18
	Diploma	30	23
	First degreed	42	32
	Master and above	15	12
	Total	130	100
4	Occupation		
	Student	13	10
	Government employees	45	35
	Retired	20	15
	Merchant	52	40
	Total	130	100

The data shown in the above table shows background of respondents, 80(62%) of respondents are male, 50(38%) of respondents are female. This shows that most of the company's customers are male. In terms of age indicated in item 2 of the same table the majority of the respondents, 45(35%) are in the range 26-33, 22(16%) are in the range 18-25, 36(28%) are in the range 34-41, the rest 27(20%) are above the age of 42-49. This shows most of the company's customers are adults.

Item 3 of table 1 shows educational level of respondents. From the total respondents 42(32%) are first degree holders, 30(23%) are diploma holders, 24(18%) are certificate holders, 19(15%) are 12th complete, the rest 15(12%) are master and above. This shows that most of the company's customers have completed tertiary level of education.

Item 4 of the same table shows occupation of respondents, 13(10%) of respondents are students 45(35%) of respondents are government employees, 20(15%) are retired; the majority 52(40%) of respondents are merchants. This shows that most of the company users are merchants.

3.2. Analysis of questions directly related with the study

Table 2 Company's image

No	Item	No of respondents	Percentage %
1	How do you rate the level of the company's image in the minds of customers?		
	Very high	27	21
	High	52	40
	Average	44	34
	Low	7	5
	Very low	-	-
	Total	130	100
2	How strong do you think the company works to create and maintain a favorable image in the minds of customers?		
	Very strong	16	12
	Strong	44	34
	Medium	64	49
	Weak	6	5
	Very weak	-	-
	Total	130	100

As it is shown in the above table, 52(40%) of respondents chose high, 44(34%) chose average, 27(21%) chose very high, and the rest 7(5%) chose low, regarding the company's image in the minds of customers. The majority of respondents chose high only 5 respondents chose low, this indicates the company's strategy in positioning is well implemented.

In item 2 of the same table respondents were asked to rate the strength of the company's in working to create and maintain a favorable image in the minds of customers. The majority of respondents, i.e. 44(34%) rated it as strong, 16(12%) rated it as very strong, 64(49%) rated it as medium, and the rest 6(5%)chose low None of the respondents chose very low, which indicates the company works to create and maintain a good image in the minds of its customers however the effort exerted by the company's public relation department is not up to the expectation of the majority of its customers which have rated the effort as medium.

In contrast to this the public relation department manager of the company in the interview session stated that the company strives to have a good relation with its customers and is successful in doing so.

Table 3 company's public relation practice

No	Item	No of respondents	Percentage %
1	How do you rate the company's public relation practice in comparison with competitors?		
	Very high	24	18
	High	38	29
	Average	58	45
	Low	10	8
	Very low	-	-
	Total	130	100
2	How is the acceptance of the company's public relation practice?		
	Very high	33	27
	High	45	43
	Average	35	26
	Low	12	9
	Very low	-	-
	Total	130	100

As it is indicated in item 1 of the above table 10(8%) rated the company's public relation practice in comparison to competitors as low, 24(18%) as very high, 38(29%) as high, the

majority of respondents (58 in number, 45 in percent) rated the company's public relation practice as average. Not only the majority respondents chose average but also most of the respondents chose average and above, only 10(8%) chose low. This indicates that the company has a competitive advantage over its competitors and is being noticed and appreciated by customers.

Item 2 of the same table shows how customers rated the acceptance of the company's public relation practice, out of the total respondents 33(27%) rated it as very high, 45(43%) rated it as high 35(26%) rated it as average, 12(9%) rated it as low. The majority of respondents chose high indicating the company's public relation department is effectively carrying out its duties.

The public relation manager was asked to express the company's public relation practice in comparison to competitors; he indicated the public relation department uses different mechanisms that allow the company to be upfront in the industry and is successful in doing so.

Table 4 Communication strategy

No	Item	No of respondents	Percentage %
1	How do you rate the company's effort in making information available for customers?		
	Very high	22	17
	High	30	23
	Average	56	43
	Low	14	11
	Very low	8	6
	Total	130	100

2	The company works to create a common understanding with the public.		
	Strongly agree	22	17
	Agree	36	28
	Neutral	27	21
	Disagree	31	24
	Strongly disagree	14	10
	Total	130	100

As it is indicated in item 1 of table 3, 56(43%) respondents rated the company's effort in making information available for customers as average, 30(23%) rated it as high, 22(17%) as very high, and the rest 14(11%) and 8(6%) rated the effort as low and very low respectively. This indicates the company's effort in availing information for customers is at an average level; however, there are also those respondents who chose low and very low which indicates there is communication gap between the company and its customer.

Item 2 of the same table shows that from the total respondents, 31(24%) disagreed, 36(28%) agreed, 27(21%) chose to be neutral, 22(17%) agreed strongly, and the rest 14(10%) disagrees strongly to the statement "the company works to create a common understanding with the public." The majority of respondents disagreed to the statement. This implies the company usage of different public relation tools is not up to the desired level.

In contrast in the interview conducted with the public relation manager he stated the company uses different public relation tools to create a common understanding with the public. This shows the company is not aware of the gap that exists with the public.

Table 5 handling comment

No	Item	No of respondents	Percentage %
1	What is the extent of the company's effort to address customers comment and grievance and corrective action?		
	Very high	23	18
	High	34	26
	Average	56	43
	Low	12	9
	Very low	5	4
	Total	130	100
2	How do you see the company's effort in working to get feedback about its public relation practice from customers?		
	Very good	31	24
	Good	51	39
	Medium	34	26
	Bad	11	9
	Very bad	3	2
	Total	130	100

As it is shown in item 1 of table 5, the company's effort in addressing customers comment and grievance and taking corrective action was rated as very high by 23(18%) of respondents, 34(26%) rated it as high, 12(9%) rated it as low, 5(4%) rated it to be very low, whereas the majority respondents (56 in number 43 in percent) rated the effort as average. This indicates that the company's effort in addressing comment and grievance and take corrective action is well established since most of the respondents rated it as average and above.

Item 2 of the same table shows customers response on the company's effort in working to get feedback about its public relation practice from customers. Out of the total respondents only 11(9%) and 3(2%) chose bad and very bad, 34(26%) chose medium, 31(24%) chose very good, and the majority that is 51(39%) chose good indicating the company highly engages in gathering feedback from customers which is an indication of good public relation practice.

In the interview session held with the public relation manager of the company the manager replied the company has a department called complaint management which specifically operates to collect and handle any comment or grievance a customer has about the company.

Table 6 Public relation tools

No	Item	No of respondents	Percentage %
1	The company uses published materials as a means of sharing information with customers?		
	Strongly agree	32	25
	Agree	46	35
	Neutral	39	30
	Disagree	8	6
	Strongly disagree	5	4

		130	100
	Total	130	100
2	How do you rate the company's level of participation in fund raising?		
	Very high	26	20
	High	37	28
	Average	41	32
	Low	15	12
	Very low	11	8
	Total	130	100
3	How do you rate the company's effort to participate in sponsoring different events?		
	Very good	26	20
	Good	39	30
	Medium	54	42
	Bad	11	8
	Very bad	-	-
	Total	130	100

As it is shown in item 1 of table 6, 32(25%) of the total respondents strongly agrees, 46(35%) respondents agrees, 39(30%) respondents chose to be neutral, 8(6%) respondents, 5(4%) disagrees to the statement "the company uses published materials as a means of sharing information with customers." the majority of respondents specifically 49(36%) agreed to the

statement indicating the company does indeed make use of published materials as a means of sharing information.

Item 2 of the above table shows how respondents rated the company's level of participation in fund raising, out of the total respondents 26(20%) rated it as very high, 37(28%) rated it as high, 41(32%) rated it as average, 15(12%) rated as low, 11(8%) rated it as very low. The majority of respondents rated it as average; in comparing the number of respondents that chose below and above average, respondents that above average takes the lion share indicating the company usually participates in fund raising.

Item 3 of the same table shows how customers have rated the company's past experience in sponsoring different events. The majority of respondents (39 in number and 30 in percent) rated it as good, the rest 26(20%) and 54(42%) rated it as very good and medium respectively. This indicates that the company highly uses sponsorship as a means of reaching its target customers.

In addition to this the public relation department manager has emphasized that the company uses different public relation tools such as fund raising, publication, press release, speeches, sponsorship, and the likes. He further underlined that the company mostly engages in sponsorship.

Table 7 Company relation with society

No	Item	Number of respondents	Percentage %
1	The company has good relationship with the society.		
	Strongly agree	27	21
	Agree	34	26
	Neutral	56	43
	Disagree	13	10
	Strongly disagree	-	-

		130	100
2	What is the level of the company's effort in being a part of social activities?		
	Very high	24	18
	High	37	28
	Average	51	40
	Low	18	14
	Very low	-	-
	Total	130	100

As it is shown in item 1 of the above table, 27(21%) agrees strongly, 34(26%) agrees, 56(43%) Chose to be neutral, 13(10%) disagrees to the statement "the company has a good relationship with the society." Even though the majority chose to be neutral respondents that agreed indicates that the company is effective in creating a good relationship with the society.

Item 2 of the same table shows how customers rated the company level of effort in being a part of different social activities. Out of 130 respondents, 24(18%) rated it as very high, 37(28%) rated it as high, 51(40%) as average the rest 18(14%) respondents rated it as low. The majority of respondents rated the company's effort as average. This shows that customers expect the corporation to enhance its participation in social activities.

Table 8 handling problem

No	Item	No of respondents	Percentage %
1	Have you ever faced a problem regarding the company's public relation practice?		
	Yes	71	55
	No	59	45
	Total	130	100
2	If your response to the above question is "yes" did you inform the company?		
	Yes	49	69
	No	22	31
	Total	71	100
3	If you answered "yes" for the above question how fast did the corporation gave you solution?		
	Very fast	-	-
	Fast	16	33
	Average	29	59
	Slow	4	8
	Very slow	-	-
	Total	49	100

As it is shown in item 1 of the above table, 71(55%) of respondents have faced a problem regarding the company's public relation practice, the rest 59(45%) of respondents have faced a problem. The majority of respondents have faced a problem. This implies the company's public relation practice and customers' expectation is not in the same page.

In item 2 of the same table respondents who have had a problem were asked whether they have informed the company or not. Out of 71 respondents 49(69%) choose "yes",22(31%) choose "no". the majority of respondents choose yes which indicates the company welcomes customers comment,

In item 3 of the same table, those respondents who have informed the company about the problem they faced were further asked how fast the company gave them solution.accordingly,16(33%) of respondents received solution fast, ware as the majority 29(59%) received solution at an average speed and the rest 4(8%) received slow solution. This indicates the corporation speed in giving solution is at an average level

CHAPTER 4

SUMMARY CONCLUSION AND RECOMMENDATION

This chapter of the study deals with summary, conclusion, and recommendation. The findings stated in chapter 3 are summarized and based in the summary made conclusion is driven; last but not least possible recommendation is given.

4.1. Summary

In this section of the chapter major implications discussed in previous chapter about the public relation practice of bank 0f Abyssinia is summarized.

- In relation to background of respondents, the majority of them may covering (62%)of the total respondents based on age, the majority(35%)of respondents are in age range of 26-33. regarding educational background the majority (42 in number 32 in percent) first degree holders. 40% of the respondents are merchants.

- Image the company has in the minds of customers is high as rated by (40%) of the total respondents. however the company's efforts to maintain this favorable image is at a medium level rated by (49%) of the respondents.

- The company's public relation practice was evaluated based on two questioners. according to (45%) of respondents the company's public relations practice in comparison with compotators is at an average level. as for the acceptance of the company's practice it is at a high level rated by(43%) of the respondents.

- The company's effort in making information available is at an average level rated by(43%) of the respondents. Similarly the companies effort in addressing customers comment and grievance is as a same level rated by(42%) of respondents.

- The research finding also shows the company's usage of public relation tools like trade fairs, sponsorship is rated at a medium and high level respectively. The company relation with the society was related based on being a part of social activates is at an average level as rated by(38%) of the social respondents.

  Generally the overall public relation practice of the company is at an average level rated by most of the respondents in different questionnaires with different approach.

4.2. <u>Conclusion</u>

In this Particular section of the study conclusion the overall study is presented below.

- From the findings of the research it can be concluded that most of the company's customers are well educated and run their own business (merchants).

- Image the company in the mind of customers is high. However the company's effort is to maintain this image is not as fruitful as it should be.

- The company's public relation acceptance is high.

- Another conclusion that can be drawn from the study is that the company's public relation practice is medium compare to other competitive company's.

- The company's is not using sufficient tools in making information available as well as create ongoing relationship with the public.

- The company's public relation department participation in social activity was rated by most of the respondents as having an average level. The conclusion is that the company does not participate in social activates up to the desired level.

- The research also shows there is a gap between the company's actual performance and customer's expectation of the public relation practice.

4.3. <u>Recommendations</u>

- The company should strive to maintain the favorable image it has by making a detail analysis of its public relation practices actual performance and the expectation of its customers and keep up with their expectation.

- The company should make enhancement in its overall public relation practice because in a growing competitive industry change inevitable so in order to stay in business the company should make use of different techniques and create a competitive advantage over its competitions.

- As indicated by different authors participation in social activity is a vital public relation tool that could allow a company to have a good relationship as well as create a favorable image. In the case of bank of Abyssinia, participation in social activities is not up to the desired level. The company should engage in more social activities that it currently does.

- The company should make use of sufficient communication tools to keep the external public up to date in new information's about the company like media relation, which can be used by public relation department to create and maintain a two way communication with the public.

- The company should give more attention in creating a common understanding with the external public and make sure an ongoing relationship has been established

FACULTY OF BUSINESS

DEPARTMENT OF MARKETING MANAGEMENT

APPENDEIX I

Questionnaire to be filled by customers

This questionnaire is prepared by a prospect graduate student of St, Mary's university in the field of marketing management for the partial fulfillment of a senior essay in order to assess the public relation practice and its challenges of BANK OF Your answer will be concrete base for this student's research paper. Please fill all answer dedicatedly and honestly just by talking a few minutes of out of your precious time. All information you provide to this study will be kept strictly confidential thank you in advance for filling this questionnaire

General direction

- No need to write your name

- Please put " √ " mark on the boxes that mostly explains your answer

- Please write short and precise answer or additional opinions if any, in the space provided

- **General questions**

- **Personal information**

- Sex   A) Male ☐   B) Female ☐

- Age   A)18-25 ☐   B) 26-33 ☐   C) 34-41 ☐

           D) 42-49 ☐   E) Above 50 ☐

- **Educational back ground**

- 12th complete ☐   B) certificate ☐   C)diploma ☐   D) 1st degree ☐

     D) master and above ☐

- **Occupation**

- Student ☐ B)Government Employee ☐ C)retired ☐ D)merchant ☐

If it is other than this please specify……………………………………..

Questions Directly Related to the Study

VH- Very High H- High A- Average L- Low VL- Very Low

Company's Image

Item No 1	Description How do you rate the level of the company's image in the minds of customers?	VH	H	A	L	VL

VS- Very Strong S- Strong M- Medium W- Weak VW- Very Weak

Item No 2	Description How strong do you think the company works to create and maintain a favorable image in the minds of customers?	VS	S	M	W	VW

Company's Public Relation Practice

VH- Very High H- High A- Average L- Low VL- Very Low

Item No 3	Description How do you rate the company's public relation practice in comparison with competitors?	VH	H	A	L	VL

4	How is the acceptance of the company's public relation practice?					

Communication Strategy

Item No	Description	VH	H	A	L	VL
5	How do you rate the company's effort in making information available for customers?					
Item No 6	Description The company works to create a common understanding with the public.	SA	A	N	D	SD

Handling Comment

Item No 7	Description What is the extent of the company's effort to address customers comment and grievance and corrective action?	VH	H	A	L	VL

VG- Very Good G- Good M- Medium B- Bad VB- Very Bad

Item No	Description	VG	G	M	B	VB
8	How do you see the company's effort in working to get feedback about its public relation practice from customers?					

Public Relation Tools

Item No	Description	SA	A	N	D	SD
9	The company uses published materials as a means of sharing information with customers?					

Item No	Description	VH	H	A	L	VL
10	How do you rate the company's level of participation in fund raising?					

Item No	Description	VG	G	M	B	VB
11	How do you rate the company's effort to participate in sponsoring different events?					

Company Relation with Society

Item No	Description	SA	A	N	D	SD
12	The company has good relationship with the society.					

Handling Problem

Item No	Description	Yes	No
13	Have you ever faced a problem regarding the company's public relation practice?		
14	If your response to the above question is "yes" did you inform the company?		

VF- Very Fast F- Fast A- Average S- Slow VS- Very Slow

Item No	Description	VF	F	A	S	VS
15	If you answered "yes" for the above question how fast did the corporation gave you solution?					
Item No	Description	VH	H	N	L	VL
16	How do you rate the compliant handling mechanism of the company?					

17, other suggestions on the public relation practice of the bank (if any)

……………………………………………………………………………………………………

……………………………………………………………………………………………………

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ቅድስት ማርያም ዩኒቨርሲቲ

ቢዝነስ ፋክልቲ

ማርኬቲንግ ማኔጅመንት ትምህርት ክፍል

በላይኛው አዋሽ አግሮ ኢንዱስትሪ ደንበኞች የሚሞላ መጠይቅ

ይህ መጠይቅ የተዘጋጀው በቅድስተ ማርያም ዩኒቨርስቲ ኮሌጅ የማርኬቲንግ ማኔጅመንት ተመራቂ ተማሪ የመመረቂያ ጥናት መረጃ ለመስብሰብ ሲሆን ከየመጠይቁ ዓላማ የላይኛው አዋሽ አግሮ ኢንዱስትሪ የምርት ማሻ ጊያ ይመለከታል። ጥናቱ መሉ በመሉ ትምህርታዊ ነው።

የእርስዎ ማልካም ፍቃደኝነት በጥናቱ ከፍተኛ ዓስተዋፅዕ እንዳለው በመገንዘብ መጠይቁን በትእግስት እንዲሞሉ በትህትና እጠይቃለሁ። የሚሰጡት መረጃ በጥንቃቄ ይጠበቃል። ወደ ጊዜዎን ሰውተውይህንን መጠይቅ ለመመላት ፍቃደኛ ስለሆኑ በቅድሚያ ከልብ አመሰግናለሁ።

ማሳሰቢያ

- ይህንን መጠይቅ በሚሞሉበት ጊዜ ስምዎትን እና ልዩ መለያዎችን መጥቀስ አይጠበቅብዎትም።

- መልስ በሚሰጡበት ጊዜ ሃጥኑ ውስጥ "" ምልከት ያስቀምጡ።

- ተጨማሪ አስተያየት ካልዎት በስተ መጨረሻ ላይ ባሉት የአስተያየት መስጫ ቦታዎች ያስፍሩ።

ክፍል 1 ጠቅላላ መረጃ

1.1 ያታ   ሀ . ወንድ   ለ . ሴት

1.2 እድሜ   ሀ . ከ 18-25   ለ . ከ 26-33   ሐ. ከ 34-41

        መ. ከ 42-49   ሠ. ከ 50 በላይ

1.3 የ ትምህርት ደረጃ   ሀ . 10/12 ያ ጠና ቀቀ   ለ . ሰርተፍኬት

        ሐ. ዲፕሎማ   መ. የ መጀመሪያ ድግሪ

ሠ. ማስተርስ እና ከዚያ በላይ

1.4   የ ስራ ሁኔታ   ሀ. ተማሪ   ለ. የ መንግስት ስራተኛ   ሐ. ጠሪታ የ ወጣ/ች   መ. ነ ጋዴ

ክፍል 2 ከ ጥናቱ ጋር ተያያ ኙነት ያላ ቸው ጥያቄዎች

በ ከ- በ ጣም ከ ፍተኛ   ከ- ከ ፍተኛ   መ- መሀ ከለኛ   ዝ- ዝቅተኛ   በ ዝ- በ ጣም ዝቅተኛ

የ ድ ር ጅቱ ገ ጽታ

ተ.ቁ	ጥያ ቄ	በ ጣም ከ ፍተኛ	ከ ፍተኛ	መካ ከለኛ	ዝ ቅተ ኛ	በ ጣም ዝቅተኛ
1	የ ድ ር ጅቱ ገ ጽታ በ ደን በ ኞች አ ይታ ምን ያህ ል ነ ው					

በ ጠ - በ ጣም ጠን ካ ራ   ጠ - ጠን ካ ራ   መ - መካ ከለኛ   ደ - ደ ካ ማ   በ ደ - በ ጣም ደ ካ ማ

ተ.ቁ	ጥያ ቄ	በ ጣም ጠን ካ ራ	ጠን ካ ራ	መካ ከለኛ	ደ ካ ማ	በ ጣም ደ ካ ማ
2	ድ ር ጅቱ በ ደን በ ኞቹ ላይ ጥሩ ገ ጽታ ለ መፍ ጠር ና ለ ማስ ጠበ ቅ እ የ ሰ ራ ያለ ውን ስ ራ እ ን ዴት ይመዝ ኑ ታል					

የ ድ ር ጅቱ የ ህዝብ ግ ን ኙነ ት ስ ራ

በ ከ- በ ጣም ከ ፍተኛ   ከ- ከ ፍተኛ   መ- መሀ ከለኛ   ዝ - ዝቅተኛ   በ ዝ- በ ጣም ዝቅተኛ

ተ.ቁ	ጥያቄ	በ ጣም ክፍተኛ	ክፍተኛ	መካከለኛ	ዝቅተኛ	በ ጣም ዝቅተኛ
3	የ ድር ጅቱን የ ህዝብ ግን ኙነት ስራ ከተፎካካሪ ድር ጅቶች አንጻር እንዴት ይመዝኑ ታል					
4	የ ድር ጅቱ የ ህዝብ ግን ኙነት ስራ ምን ያህል ተቀባይነት አለ ው					

የ ድር ጅቱ የ ግን ኙነት ስልት

ተ.ቁ	ጥያቄ	በ ጣም ክፍተኛ	ክፍተኛ	መካከለኛ	ዝቅተኛ	በ ጣም ዝቅተኛ
5	ድር ጅቱ ለ ደን በ ኞቹ መረ ጃ ለ ማቅረብ የ ሚያ ደር ገ ውን ጥረት እንዴት ይመዙ ታል					
ተ.ቁ	ጥያቄ	በ ጣም እ ስ ማማለ ሁ	እ ስ ማማለ ሁ	ገ ለ ልተኛ	አ ል ስ ማ ማም	በ ጣም አ ል ስ ማማም
6	ድር ጅቱ በ ህ ብረ ተ ሰ ብ መካከ ል የ ጋ ራ የ ሆነ መግ ባ ባት እን ዲፈ ጠር ያ ደር ጋል					

የ ድር ጅቱ አስ ተያ የ ት አ ቀባበል

ተ.ቁ	ጥያቄ	በ ጣም ክፍተኛ	ክፍተኛ	ማከለ ኛ	ዝቅተኛ	በ ጣም ዝቅተኛ
7	ድር ጅቱ ለ ደን በ ኞች ቅሬታ እ ና					

	አስተያየት ምን ያህል ምላሽ ይሰጣል				

በ ጥ - በ ጣም ጥሩ   ጥ - ጥሩ   መ - መካከለኛ   መ - መጥፎ   በ መ - በ ጣም መጥፎ

ተ.ቁ	ጥያቄ	በ ጣም ጥሩ	ጥሩ	መካከለኛ	ዝቅተኛ	በ ጣም ዝቅተኛ
8	የ ድር ጅቱን ስለሰራው የ ህዝብ ግንኙነ ስራ ክደን በኞች ምላ ሽ ለ ማግኘት የ ሚሰ ራ ውን ስራ እን ዴት ያዮ ታል					

የ ድር ጅቱ የ ህዝብ ግንኙነ ት ስራ አይነ ቶች

ተ.ቁ	ጥያቄ	በ ጣም እ ስ ማማለ ሁ	እ ስ ማማለ ሁ	ገ ለ ልተኛ	አ ል ስ ማ ማም	በ ጠም አ ል ስ ማማም
9	ድር ጅቱ የ ህ ትመት ስ ራዎቹን ክደን በኞቹ ጋር መረ ጃን ለ መጋ ራት ይጠቀ ምበ ታል					

ተ.ቁ	ጥያቄ	በ ጣም ክፍተኛ	ክ ፍተኛ	መካ ከለ ኛ	ዝቅተኛ	በ ጣም ዝቅተኛ
10	ድር ጅቱ በ ገ ን ዘ ብ ማሰ ባ በ ቢ ያ ፕሮግ ራሞች ላ ይ ያለ ው ተሳ ት ፎ ምን ያ ህ ል ነ ው					

ተ.ቁ	ጥያቄ	በጣም ጥሩ	ጥሩ	መካከለኛ	መጥፎ	በጣም መጥፎ
11	የድርጅቱ የተለያዩ ፕሮግራሞችን ስፖንሰር የማድረግ ተሳትፎ ምን ያህል ነው					

ድርጅቱ ከህብረተሰቡ ጋር ያለውግንኙነት

ተ.ቁ	ጥያቄ	በጣም እስማማለሁ	እስማማለሁ	ገለልተኛ	አልስማማም	በጣም አልስማማም
12	ድርጅቱ ከህብረተሰቡ ጋር ጥሩ የሆነ ግንኙነት አለው					

የ ድርጅቱ ችግሮችን የ መቋቋም ብቃት

ተ.ቁ	ጥያቄዎች	አዎ	አይ
13	ከድርጅቱ የ ህዝብ ግንኙነት ስራጋር በተያያዘ ችግር አጋጥሞታል		
14	ለ ላይኛው ጥያቄ መልስዎ አዎ ከሆነ ለ ድርጅቱ አሳውቀዋል		

በፈ - በጣም ፈጣን   ፈ -ፈጣን   መ -መካከለኛ   ዘ - የዘገየ   በዘ - በጣም የዘገየ

ተ.ቁ	ጥያቄ	በጣም ፈጣን	ፈጣን	መካከለኛ	የዘገየ	በጣም የዘገየ
15	ለላይኛው ጥያቄ					

	መልሶ አዎ ክሆነ ድር ጁቱ በ ምን ያ ህ ል ፍጥን ት መልስ ሰጥቾ ታል					
ተ.ቁ	ጥያ ቄ	በ ጣም ክፍተኛ	ክፍተኛ	መካከ ለ ኛ	ዝቅተኛ	በ ጣም ዝቅተኛ
16	የ ድር ጁቱ ቅሬ ታ የ መቀ በ ል ስ ል ት እ ን ዴት ይ መዝ ኑ ታል					

17. በ ባ ን ኩ የ ህ ዝ ብ ግ ን ኙ ን ት ስ ራ ላ ይ ተ ጨ ማ ሪ አ ስ ተ ያ የ ት ካ ሎ ት

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APPENDEIX II

ST, MARYS UNIVERSITY

DEPARTMENT OF MARKETING MANAGEMENT

INTERVIEW CHECK LIST TO BE FILLED BY PR MANAGER

- Did the company strive to have a good relation with its customers?

- How do you express the company's public relation practice in comparison to competitors?

- Did the company use different public relation tools?

¶ Is there the any measurement that the company take in order to listen customer complaints?

- Which kind of public relation tools did the company use?

ST, MARYS UNIVERSTY

FACULTY OF BUSINESS

DEPARTMENT OF MARKETING MANAGEMENT

APPENDEIX A

Questionnaire to be filled by customers

This questionnaire is prepared by a prospect graduate student of St, Mary's university in the field of marketing management for the partial fulfillment of a senior essay in order to assess the public relation practice and its challenges of Bank of Abyssinia. Your answer will be concrete base for this student's research paper. Please fill all answer dedicatedly and honestly just by talking a few minutes of out of your precious time. All information you provide to this study will be kept strictly confidential thank you in advance for filling this questionnaire

General direction

- No need to write your name
- Please put " √ " mark on the boxes that mostly explains your answer
- Please write short and precise answer or additional opinions if any, in the space provided

I. General questions

A. Personal information

1. Sex   A) Male ☐   B) Female ☐
2. Age   A)18-25 ☐   B) 26-33 ☐   C) 34-41 ☐
         D) 42-49 ☐   E) Above 50 ☐

B. Educational back ground

A) 12th complete ☐   B) certificate ☐   C)diploma ☐   D) 1st degree ☐
     D) master and above ☐

C. Occupation

A) Student ☐   B)Government Employee ☐ C)retired ☐ D)merchant ☐

If it is other than this please specify…………………………………..

Questions Directly Related to the Study

VH- Very High H- High A- Average L- Low VL- Very Low

Company's Image

Item No	Description	VH	H	A	L	VL
1	How do you rate the level of the company's image in the minds of customers?					

VS- Very Strong S- Strong M- Medium W- Weak VW- Very Weak

Item No	Description	VS	S	M	W	VW
2	How strong do you think the company works to create and maintain a favorable image in the minds of customers?					

Company's Public Relation Practice

VH- Very High H- High A- Average L- Low VL- Very Low

Item No	Description	VH	H	A	L	VL
3	How do you rate the company's public relation practice in comparison with competitors?					
4	How is the acceptance of the company's public relation practice?					

Communication Strategy

Item No	Description	VH	H	A	L	VL
5	How do you rate the company's effort in making information available for customers?					
Item No	Description	SA	A	N	D	SD
6	The company works to create a common understanding with the public.					

Handling Comment

Item No	Description	VH	H	A	L	VL
7	What is the extent of the company's effort to address customers comment and grievance and corrective action?					

VG- Very Good G- Good M- Medium B- Bad VB- Very Bad

Item No	Description	VG	G	M	B	VB
8	How do you see the company's effort in working to get feedback about its public relation practice from customers?					

Public Relation Tools

Item No	Description	SA	A	N	D	SD
9	The company uses published materials as a means of sharing information with customers?					

Item No	Description	VH	H	A	L	VL
10	How do you rate the company's level of participation in fund raising?					

Item No	Description	VG	G	M	B	VB
11	How do you rate the company's effort to participate in sponsoring different events?					

Company Relation with Society

Item No	Description	SA	A	N	D	SD
12	The company has good relationship with the society.					

Handling Problem

Item No	Description	Yes	No
13	Have you ever faced a problem regarding the company's public relation practice?		
14	If your response to the above question is "yes" did you inform the company?		

VF- Very Fast F- Fast A- Average S- Slow VS- Very Slow

Item No	Description	VF	F	A	S	VS
15	If you answered "yes" for the above question how fast did the corporation gave you solution?					
Item No	Description	VH	H	N	L	VL
16	How do you rate the compliant handling mechanism of the company?					

17, other suggestions on the public relation practice of the bank (if any)

…………………………………………………………………………………………………

…………………………………………………………………………………………………

……………………………………………………………

ቅድስትማርያምዩኒቨርሲቲ

ቢዝነስፋክልቲ

ማርኬቲንግማኔጅመንትትምህርትክፍል

በአቢሲኒያባንክደንበኞችየሚሞላመጠይቅ

ይህመጠይቅየተዘጋጀውበቅድስተማርያምዩኒቨርስቲኮሌጅየማርኬቲንግማኔጅመንትተመራቂተማሪየመመረቂያጥናትመረጃለመ ሰብሰብሲሆንከየመጠይቁዓላማየአቢሲኒያባንክንየህዝብግንኙነትይመለከታል። ጥናቱሙሉበሙሉትምህርታዊነው።

የእርስዎምልካምፈቃደኝነትበጥናቴክፍተኛዓስተዋፅኦእንዳለውበመገንዘብመጠይቁንበትእግስትእንዲሞሉበትህናጠይቃለሁ ::   የሚሰጡትመረጃበጥንቃቄይጠበቃል።

ውድጊዜዎንሰውተውይህንንመጠይቅለመሙላትፈቃደኛስለሆኑበቅድሚያከልብአመሰግናለሁ።

ማሳሰቢያ

• ይህንንመጠይቅበሚሞሉበትጊዜስምዎትንእናልዩመለያዎችንመጥቀስአይጠበቅብዎትም።

• መልስበሚሰጡበትጊዜሣጥኑውስጥ " ✔ " ምልክትያስቀምጡ።

• ተጨማሪአስተያየትካልዎትበስተመጨረሻይባ ትየአስተያየትመስጫቦታዎችያስፍሩ።

ክፍል 1 ጠቅላላመረጃ

1.1   ጾታ   ሀ.ወንድ ☐   ለ. ሴት ☐

1.2   እድሜ   ሀ.ከ18-25 ☐   ለ.ከ26-33 ☐   ሐ. ከ34-41 ☐

      መ. ከ42-49 ☐   ሠ. ከ50 በላይ ☐

1.3   የትምህርትደረጃ   ሀ.10/12 ያጠናቀቀ ☐   ለ.ሰርተፍኬት ☐

      ሐ. ዲፕሎማ ☐   መ. የመጀመሪያድግሪ ☐

      ሠ. ማስተርስእናከዚያበላይ   ☐

1.4   የስራሁኔታ   ሀ.ተማሪ ☐   ለ. የመንግስትሰራተኛ ☐   ሐ.ረታየወጣ/ች   መ☐ ዴ   ☐

ክፍል 2 ከጥናቱጋርተያያዥነትያላቸውጥያቄዎች

በከ-በጣምከፍተኛከ- ከፍተኛ   መ- መሀከለኛ   ዝ- ዝቅተኛበዝ- በጣምዝቅተኛ

የድርጅቱገጽታ

ተ.ቁ	ጥያቄ	በጣምከተተኛ	ከተተኛ	መካከለኛ	ዝቅተኛ	በጣምዝቅተኛ
1	የድርጅቱገጽታበዚንበኞችእይታምንያህልነው					

በጠ - በጣምጠንካራ   ጠ - ጠንካራ   መ - መካከለኛ   ደ - ደካማበደ - በጣምደካማ

ተ.ቁ	ጥያቄ	በጣምጠንካራ	ጠንካራ	መካከለኛ	ደካማ	በጣምደካማ
2	ድርጅቱበደንበኞቹላይጥሩገጽታለመፍጠርናለማስጠበቅእየሰራያለውንስራ እንዴትይመኑታል					

የድርጅቱየህዝብግንኙነትስራ

በከ-በጣምከፍተኛከ- ከፍተኛ   መ- መሀከለኛ   ዝ- ዝቅተኛበዝ- በጣምዝቅተኛ

ተ.ቁ	ጥያቄ	በጣምከፍተኛ	ከፍተኛ	መካከለኛ	ዝቅተኛ	በጣምዝቅተኛ
3	የድርጅቱንየህዝብግንኙነትስራከተፎካካሪድርጅቶችእንጻርእንዴትይ መዝኑታል					
4	የድርጅቱየህዝብግንኙነትስራምንያህልተቀባይነትአለው					

የድርጅቱየግንኙነትስልት

ተ.ቁ	ጥያቄ	በጣምከተተኛ	ከፍተኛ	መካከለኛ	ዝቅተኛ	በጣምዝቅተኛ
5	ድርጅቱለደንበኞቹመረጃለማቅረብየሚያደርገውንጥረትእን ዴትይመዝኑታል					

ተ.ቁ	ጥያቄ	በጣምእስማ ማለሁ	እስማማ ለሁ	ገለልተ ኛ	አልስማ ማም	በጣምአልስማ ማም
6	ድርጅቱበህብረተሰብመካከልየጋራየሆነመግባባትእንዲፈጠ ርያያደርጋል					

የድርጅቱአስተያየትአቀባበል

ተ.ቁ	ጥያቄ	በጣምከፍተኛ	ከፍተኛ	ማካለኛ	ዝቅተኛ	በጣምዝቅተኛ
7	ድርጅቱለደንበኞችቅሬታናአስተያየትምንያህልምላሽይሰጣል					

በጥ - በጣምጥሩ   ጥ - ጥሩ   መ - መካከለኛ   መ - መጥፎበመ - በጣምመጥፎ

ተ.ቁ	ጥያቄ	በጣም ጥሩ	ጥ ሩ	መካከለ ኛ	ዝቅተ ኛ	በጣምዝቅ ተኛ
8	የድርጅቱንስለሰራውየህዝብግንኙንስራከደንበኞችምላሽለማግኘትየሚሰራውን ስራእንዴትያያታል					

የድርጅቱየህዝብግንኙነትስራአይነቶች

ተ.ቁ	ጥያቄ	በጣምእስማማ ለሁ	እስማማ ለሁ	ገለልተ ኛ	አልስማ ማም	በጠምአልስማ ማም
9	ድርጅቱየህትመትስራዎችንከደንበኞቹጋርመረጃንለመጋራ ትይጠቀምበታል					

ተ.ቁ	ጥያቄ	በጣምከፍተ ኛ	ከፍተ ኛ	መካከለ ኛ	ዝቅተ ኛ	በጣምዝቅተ ኛ
10	ድርጅቱበገንዘብማስባበበያፕሮግራሞችላይያለውተሳትፎምንያህ ልነው					

| ተ. | ጥያቄ | | | | | በጣምጥ | ጥ | መካከለ | መጥ | በጣምመጥ |

ቁ		ሩ	ሩ	ኛ	፪	፪
11	የድርጅቱየተለያዩየፕሮግራሞችንስፖንሰርየማድረጉተሳትፎፍምንያህልነ ው					

ድርጅቱከህብረተሰቡጋርያለውግንኙነት

ተ.ቁ	ጥያቄ	በጣምእስማማለ ሁ	እስማማለ ሁ	ገለልተ ኛ	አልስማማ ም	በጣምአልስማማ ም
12	ድርጅቱከህብረተሰቡጋርጥሩየሆነግንኙነትአለ ው					

የድርጅቱችግሮችንየመቋቋምብቃት

ተ.ቁ	ጥያቄዎች	አዎ	አይ
13	ከድርጅቱየህዝብግንኙነትስራጋርበተያያዘችግሮችገጥሞታል		
14	ለላይኛውጥያቄመልስዎአከነድርጅቱአሳውቀዋል		

በፈ - በጣምፈጣን   ፈ -ፈጣን   መ -መካከለኛ   ዘ - የዘገየበዘ - በጣምየዘገየ

ተ.ቁ	ጥያቄ	በጣምፈጣን	ፈጣን	መካከለ ኛ	የዘገየ	በጣምየዘገየ
15	ለላይኛውጥያቄመልሶአያከነድርጅቱበምንያህልፍጥነትመልሰስ ጥቶታል					

ተ.ቁ	ጥያቄ	በጣምከፍተ ኛ	ከፍተ ኛ	መካከለ ኛ	ዝቅተ ኛ	በጣምዝቅተ ኛ
16	የድርጅቱቅሬታየመቀበልስትእንዴትይመዘኑታል					

17. በባንኩየህዝብግንኙነትስራላይተጨማሪአስተያየትካሎት

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APPENDEIX B

ST, MARYS UNIVERSITY

DEPARTMENT OF MARKETING MANAGEMENT

INTERVIEW CHECK LIST TO BE FILLED BY PR MANAGER

1. Did the company strive to have a good relation with its customers?

2. How do you express the company's public relation practice in comparison to competitors?

3. Did the company use different public relation tools?

4. Is there the any measurement that the company take in order to listen customer complaints?

5. Which kind of public relation tools did the company use?

DECLARATION

Candidate's Declaration

I undersigned declare that this senior essay is my original work prepared under the guidance of W/ro Helina Mohhamed all sources of materials used for the manuscript have been duly acknowledged.

Name: <u>NEJAT FEREJ</u>

Signature_____

Place of Submission: - <u>ST.MARY'S UNIVERSITY DEPARTMENT OF MARKETING</u>

<u>MANAGEMENT</u>

Date of Submission_____

ADVISOR'S DECLARATION

This paper has been submitted for examination with my approval as the university advisor

Name: <u>W/RO HELINA MOHAMMED</u>

Signature_____

Date_____