

ST. MARY'S UNIVERSITY COLLEGE

BUSINESS FACULTY

DEPARTMENT OF MARKETING MANAGEMENT

THE PRACTICE OF PUBLIC RELATIONS OF

AWASH INSURANCE COMPANY

BY

ZAYED LEMLEM

JUNE 2010

SMUC

ADDIS ABABA

**THE PRACTICE OF PUBLIC RELATIONS OF
AWASH INSURANCE COMPANY**

**BY
ZAYED LEMLEM**

**A SENIOR ESSAY SUBMITTED TO THE DEPARTMENT
OF MARKETING MANAGEMENT BUSINESS FACULTY
ST. MARY'S UNIVERSITY COLLAGE**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE DEGREE OF BACHELOR OF ARTS IN
MARKETING MANAGEMENT**

**JUNE 2010
SMUC
ADDIS ABABA**

ST. MARY'S UNIVERSITY COLLAGE

**THE PRACTICE OF PUBLIC RELATIONS OF
AWASH INSURANCE COMPANY**

**BY
ZAYED LEMLEM**

**FACULTY OF BUSINESS DEPARTMENT OF
MARKETING MANAGEMENT
APPROVED BY THE COMMITTEE OF EXAMINERS**

Dep't Head

Signature

Advisor

Signature

Internal Examiner

Signature

External Examiner

Signature

ACKNOWLEDGMENTS

It's over Thanks God!

As my imagination, the problem of the majority seems that negligence about others' issue. But, w/t Tigist Belay who has been advising me in the preparation of my senior essay showed me that my perception was wrong. I will not be exaggerating if I say that she was very much worried for the paper more than I do. I would like to appreciate her patience, willingness & struggle. In addition, thank you for all staff members of Awash Insurance Company public relation department and for the workers of business library.

Thanks you all!

TABLE OF CONTENTS

	PAGE
Acknowledgements.....	i
Table of Contents.....	ii
List of Tables.....	iv
CHAPTER ONE	
Introduction	
1.1 Background of the study.....	1
1.2 Statement of the problem.....	2
1.3 Research questions.....	3
1.4 Objectives of the study.....	3
1.5 Significance of the study.....	4
1.6 Delimitation of the study.....	4
1.7 Definition of terms.....	4
1.8 Research Design and Methodology.....	5
1.8.1 Research design.....	5
1.8.2 Study Population.....	5
1.8.3 Sampling Technique and sample size.....	5
1.8.4 Type of data collected	5
1.8.5 Methods of data collection.....	5
1.8.6 Data analysis technique.....	6
1.9 Organization of the study.....	6
CHAPTER TWO	
REVIEW OF RELATED LITERATURE	
2.1 Meaning and definition of public relations.....	7
2.2 The extent of public relations and its functions.....	8
2.2.1 Nature of public relations.....	8

2.2.2 Functions of public relations.....	8
2.3 Public relations for internal and external publics.....	10
2.3.1 Public relations for internal publics.....	10
2.3.2 Public relations for external publics.....	11
2.4 Marketing public relations (MPRS)	13
2.5 Public relations tools.....	14
2.6 Effective public relations.....	16
2.6.1 Measuring the effectiveness of PRS	16
CHAPTER THREE	
PRESENTATION, ANALYSIS AND INTERPRETAION OF DATA	
3.1 General Characteristics of the customer respondents.....	18
3.2 Analysis of the major findings.....	20
CHAPTER FOUR	
SUMMARY, CONCLUSION AND RECOMMENDATION	
4.1 Summary of the major findings.....	30
4.2 Conclusions.....	31
4.3 Recommendations.....	32
Bibliography	
Appendices	
Questionnaire	
Interview	
Declaration	

List of Tables

Table 1. Gender, Age, Educational Background, Occupational type and Duration time of customer.....	18
Table 2. Types of services used by customers.....	20
Table 3. AIC's effort in using public relation tools.....	20
Table 4. Respondents perceptions about AIC's image.....	21
Table 5. AIC's effort in using feedbacks.....	22
Table 6. Gender, Age, Educational background and duration time of employee respondents.....	23
Table 7. Employees participation in preparation of company newsletter.....	24
Table 8. Employees knowledge about the company.....	25
Table 9. Employees perspectives in social issues.....	26
Table 10. Employees perspectives in different issues.....	28

CHAPTER ONE

I. Introduction

1.1. Background of the Study

Public Relations help our complex, pluralistic society to reach decisions and function more effectively by contributing to mutual understanding among groups and institutions. It serves to bring private and public policies into harmony (Cutlip, 2000: 6).

Public relation is referred to as building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events. (Kotler, 2006:476).

From the above definition and explanation, one can conclude that effective public relation activity has a vital role and impact to achieve the company's objective.

Awash insurance company is named after the longest river within the bounds of Ethiopia. The company was licensed on October 1, 1994 and started operation on January 2, 1995. Awash is the first broad based privately owned insurance company which is fully owned by Ethiopian investors. The company is called broad-based one, because there are about 544 shareholders. These shareholders include various professionals who are living in the country and abroad. The company started its operation with a paid up capital of 35 million birr. The mission of the company is to provide diversified general and long term insurance services to a continuously growing number of client's efficiently, competitively and profitably supported by modern technology as well as by well trained, professionally and socially responsible team of management and employees.

The marketing department is the main functional area of the company. Under this unit there are two divisions, which are the public relation and sales coordination unit. The public relation division is responsible for gathering information, which allows the company to make close contact with the customers and make immediate response to what being said.

Insurance is mechanism of providing loss by reducing risks. By reducing uncertainty in the environment, it will create peace of mind that enables persons focus on their primary activities instead of worrying about the existence of possibility of loss so that societies can grow more. AIC give different insurance services. Such as motor, fire, life, burglary, health and etc.

Motor insurance covers loss of or damage to the insured vehicles as a result of accidental collision and/or overturning or fire or theft.

Fire insurance covers the insured property against loss or damage by fire and/or lightning. Life insurance is a contract whereby the insurer for certain sum of money or premium proportionate to the age, profession, health and other circumstances of the person whose life is insured engage that if such person dies within the period specified in the policy the insurer will pay the amount specified by the policy according to the term there of to the person in whose favor the policy was entered to.

Awash Insurance Company needs to develop and maintain favorable image and relationship with its internal and external customers to achieve its stated objectives. Public relations are the best tool for a company to create better image in customers mind and to maintain better relationship among different stakeholders of the company. Thus, the student researcher gave special attention to public relations because it has become the most acceptable and effective way of communication recently. To this end, the student researcher tried to assess the public relations practice of Awash Insurance Company in this study.

1.2 Statement of the Problem

Public relations prepare written materials to reach and influence their target markets. These materials include annual reports, brochure, articles, and company newsletters and magazines. Audiovisual materials, such as films, slide and sound programs, and video and audio CDs, are being used increasingly as communication tools. A company's website can also be a good public relations vehicle. Consumers and members of other publics can visit the site for information and entertainment. Such sites can be extremely popular.

Based on this, the student researcher has tried to assess the public relations activity done by Awash Insurance S.C. and has come up with the following observation. The insurance company uses as public relation tools Awash Insurance Zena Metsehate, which is distributed for the employees and the external customers, but it is not printed in a modernized fashion. The insurance company also has websites for information availability, but the programmer doesn't visit the web page frequently and transmit up-to-date information for customers. The insurance company also participates in sponsorship especially in traffic program for creating awareness about car accident in publics, but the company doesn't have enough participation in other social activities and events.

Therefore, this study attempted to investigate and review Awash Insurance Company public relation practices. Due emphasis was given on public relations activities because they are vital for helping the company achieve its objective. Thus, this study tried to seek answer to the following research question.

1.3 Research Questions

1. What public relation activities does the company perform for creating and maintaining good image in public's mind?
2. To what extent does the company participate in social activities, customer information programs, and etc?
3. Among the public relation activities of the company, which ones are effective and highly appreciated by customers?
4. What are the main challenges of the company in carrying out effective public relations?

1.4 Objectives of the study

The general objective of the study is to assess public relation practice of Awash Insurance Company. In addition to this, the study has the following specific objectives.

- To identify the problem of communication with publics by using public relations tools.
- To support the company through ideas.

- To enhance company's participation in social activities.
- To help the company develop favorable image in the mind of publics as a result of the recommendation to be given based on data analysis and interpretation.

1.5 Significance of the Study

The study is important in a sense that it highlights the public relations problems of the company and is expected to bring significant change in the prevailing situation of the company. Based on this, the study assessed the basic problems of the company's public relations program; so that, the company would be able to better address the complaints of internal and external customers effectively. In addition other researchers may use the findings of this study as base to conduct related in-depth researches.

1.6 Delimitation of the Study

Public relations, as one of the promotional activities, are carried out at many business organizations including Awash Insurance Company. Since this company is doing its business in 24 branches, it would have been much better to consider all branches to make the research more comprehensive. But it is difficult for the student researcher to cover the whole branches because it timely return of the questionnaires and needs huge amount of money. Thus, to collect data from customers, the study was restricted only at Bole branch. The reason is that this branch has the largest number of customers, which enables the student researcher to get sufficient and relevant information about public relation of the company.

Besides, only employees who have a direct responsibility and contact with Public Relations were considered for this study because they can respond to the questions more objectively.

1.7 Definition of Terms

Internal customers - are important assets for any organization on company because they are the major participants of operation, production and formulation of ideas which leads an organization to success. Such that employees, shareholders etc.

External customers – every public and private sector organization has its own set of publics to whom it sells products, service or ideas.

1.8 Research Design and Methodology

1.8.1 Research design

To determine and assess the public relation practice of Awash insurance company, the study used descriptive research method because this method enables the student researcher to describe existing situations effectively and to seek answer to indicated research questions by using both quantitative and qualitative measurement methods.

1.8.2 Study Population

In order to understand public relations activities done in Awash Insurance Company, the target populations were the internal and external customers of the company.

1.8.3 Sampling Technique and Sample size

150 customers of Awash Insurance Company were selected from Bole branch as respondents using convenience sampling technique as per the suggestion given by (Malhotra 2007:200). Besides, employees at the public relation department of the company's Head Office and the Department Manager participated in the study.

1.8.4 Type of data Collected

To achieve the above objectives of the study and to address the problems, the study relied on both primary and secondary data relating to Awash Insurance Company. To gather primary data, questionnaires and interview checklists were used and to collect the secondary data, the sources included company profile, books in library and the internet.

1.8.5 Methods of data collection

The primary data will be collected through questionnaire and interview. The questionnaire was self administered to the representative samples of both internal and external customers

and returned to the student researcher and an interview checklist were conducted with the company's public relation manager.

1.8.6 Data analysis technique

The student researcher will use quantitative and qualitative data analysis technique. To analyze the quantitative data, percentage and tables were computed to get the total picture of the data that were collected from sample respondents. The Qualitative data which was collected through interview checklists were analyzed and interpreted in words.

1.9 Organization of the study

This study would be present in to four chapters. Chapter one deals with background of the study, statement of the problem, objective of the study, delimitation of the study, research design and methodology and organization of the study. Chapter two deals with literature review concerning public relations. In addition, the third chapter deals with the data presentation, data analysis and data interpretation. Chapter four includes summary, conclusions and recommendations. Finally, Bibliography and sample questioners would be attached to the research work.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Meaning and Definition of Public Relation

PRS defined as, planned and sustained effort to establish and maintain mutual understanding between an organization and its public (Banik, 2002:5). The ultimate goal of PRS must be maintaining sustainable mutual understanding between an organization and its publics; this enables to create a better link between two parties.

Further, Blech and Blech (2003:564) try to strengthen the idea by defining PRS as “the management function which evaluates public attitudes, identifies the policies and procedures of an organization with public interest, and executes, a program of action (and communication) to earn public understanding and acceptance”. From this perspective PRS process doesn't occur at the one time that is why we say it needs long period of time. Effective PRS continues over months and even years, by this definition PRS involves more than selling product or services. The PRS programs may use under the execution of the program, press release used to send to announce new products or changes in the organization, special events may be organized to create good will in the community and the like. Based on Blech's definition of PRS we can understand that PRS is a very difficult but effective way of communication in order to get better attention to create better image in the mind of the publics that results good will for an organization.

PRS are taken as one mix of promotion among five including advertising, sales promotion, personal selling and direct marketing. From this perspective the Dutch association defined PRS as “the systematic promotion of mutual understanding between and organization and its public” (Banik, 2002:5). These systematic promotional activities done through PRS must address all the publics, which are internal and external in order to achieve organizational goal. Jefkins (1983:9) strengthen this idea through PRS can be defined as “PRS consists of all forms of planned communication; outwards and inwards, between an organization and it's public for the purpose of achieving specific objectives concerning

mutual understanding.” The better ideas can be taken from Jenkins PRS done by an organization must be inward and outward which means inward with the internal members of an organization whereas outward with the public at large. The other major idea we can get from the above definition is that PRS’ purpose must be achieving specific objective, this objective might include informing the public, developing and maintaining better relationship with the public by creating mutual understanding. This specific objective may use as a measurement of evaluation for the result of the PRS.

Generally, all the above definition helps us to understand what PRS mean. PRS has given different meaning by different scholars, but the meaning given by the scholar’s centers at one point “PRS-relations with the public”. In addition, these relations must be planned, forwards both outward and inward should have its own evaluation standards and specific objectives aimed at creating mutual understanding between two parties and creating favorable image in the minds of the publics.

2.2 The Extent of Public Relations and its Functions

This part of the literature review will focus on the general over view of PRS aimed at to clarify PRS to the readers and to brief its functions.

2.2.1 Nature of PRS

The specific nature of community, employees government the financial community, distributors, consumers and opinion leaders will vary with the nature of PRS practice according to circumstance. For example PRS activity is done to consumers the purpose will focus on why consumer our product or service, why they buy from us and the like. But PRS is done to the financial community the focus will be to persuade why they are working with us, why they give their money to us, how we will repay their money and like. That is why the nature of PRS varies accordingly with the target group. The word publics indicate that now PRS addresses a number of audiences whereas a specific objective indicates in each and every activity.

2.2.2 Functions of PRS

According to Sahu and Raut (2003:147) PRS is used in order to create a better environment for the organization and its activities. Some of the objectives may be to attract sales inquiries, reinforce customer loyalty, attract investors, attract better employees, block

union problems, open new market, launch a new product, and reward key people with recognition. In order to achieve such objectives, PRS is viewed as a part of the total marketing communication strategy. The objective is basically based on the new character of PRS, that is a two way communication, understanding what the public need. These publics represent both internal and external, information gathered from these publics can be used as an input for an organization in order to achieve organizational goal. A public can facilitate a company's ability to achieve its objectives.

Kotler (2000:605) suggests that the PRS department monitors the attitudes of the organizations publics and distributes information and communications to build good will. To implement this effectively the PRS department will perform the following major functions.

1. **Press Relations:** presenting news and information about the organization in the most positive light,
2. **Product Publicity:** sponsoring efforts to publicizing specific product,
3. **Corporate Communication:** promoting understanding of the organization through internal and external communications,
4. **Counseling:** advising management about public issues and company positions and image.

According to Kyambalesa, (2003:43) business organization should engage in customer relations for the following reasons: among others:

- a. To gain reputation and protracted good will,
- b. To ensure against loss of customers to existing and /or potential competitors,
- c. To encourage the flow of information from customers, which can be useful in improving the organization's marketing mix, and
- d. To prevent any possibility of dissatisfied customers seeking costly legal actions.

Jefkins (1983:101) suggests that the following tools can used as majors in order to build better relations with customers.

1. **Complaints:** are a form of feedback, and they can be welcome or not. According to Jefkins (1986:102) invitation of criticism can lead to perfected products and services, greater customers satisfaction and increased good will. The company can use complaints as a major input in strategy formulation if customer information.
2. **Guarantees and warranties:** the companies can build better relations with its customers through giving guarantees and warranties of products on services for specific period of time aimed at getting customers trust on their products or services.
3. **Customer service and Education:** the PRS department must work effectively in customer service and educating them continuously because customers have deferent options in the market place and they usually rely on the product or services that they have understood.
4. **Works Visits, Open Days:** Taking people behind the scenes and letting them see how things are made. This action leads people or customers think themselves as a part of an organization and they kept themselves with the organization for long period of time.
5. **Sponsorship:** There are different ways of sponsorship. The PRS department should evaluate the sponsorship costs with its result. The result must focus on building favorable relation with customers and to build customer base for the products or services of an organization.

2.3 PRS for Internal and External Publics

From the management point of view there are two aspects of PRS, internal and external PRS the participation and support of its worker to realize its objectives, wining confidence (internally) and trust of its shareholders, clients and supplies and the public at large (externally), an organization should develop better relationship between both publics

2.3.1 Public Relations for Internal Publics

The employees are the internal public of both public and private sector companies. Employees are important assets for any organization on company because they are the major participants of operation, production and formulation of ideas which leads an organization to success. From this perspective the company's success basically based on

those employees. For creativity and productivity in an organization, a prerequisite is harmony between the employees and the management (Banik 2002:40). Effective communication between the management and employees becomes great importance aimed at creation of favorable atmosphere and better understanding between two vital bodies of an organization. Employees are much nearer to customers in service delivery organization, the information comes from those employees can taken as an input in corrective action, improving the system and even in formulating strategic issues.

An employee of organization likes to know about the achievement, new developments new facilities and its advantages, new management initiatives and also about the opportunities for him self of her self for growth within the organization (Banik, 2002:41). A well informed employee about his or her organization can develop a culture and philosophy of being a communicator and agent of an organization. An organization who wants to develop effective PRS with its internal public to assure mutual understanding; must implement effective, frequent, planed and targeted PRS.

The other internal PRS are share holder

1. They are the real owner of the co for private sector. The company's PR department should have mutual understanding with them in order to achieve the overall strategic objective of the organization (Banik, 2002:42)

2.3.2 Public Relations for External Publics

According to Banik (2002:42) external PRS, as the name suggests is concerned with people outside the organization. The major external publics are customers, government and public at large, opinion leaders, media relations and financial relations.

1. **Customers:** Every public and private sector organization has its own set of publics to whom it selling products, services or ideas. Any organization must develop deliberate products program in order to catch the interest of customers to be successful in the market (Banik, 2002:42)
2. **Government:** PRS for the government involve mobilizing public support for government activities, to build relation with the government and also to help for the good of the community or society. Additionally PRS with the government involve keeping the government on company's side or farer this can be done through lobbying (Banik, 2002:43).

- 3. Public At Large:** The term PR for public at large has three major ramifications: information given to the public, attempts to modify attitudes and actions of an organization to respond to the public and ascertain and convey the reactions of the public to the management. Creating favorable image all the time under the changed situation is the new job of PR practitioner as the company may have to raise new capital from the market. The image of the company is vital for the people at large and creating this image, this becomes the communicator's job.

PR is an indispensable tool in today's management of both public and private sector organizations. With the tremendous growth of business and commerce in our country, the need for external PR has assumed a new meaning. India has opted for the concept of mixed economy in which public and private sectors have important roles to play.

- 4. Opinion Leaders:** This is altogether a new type of public in PR. The traditional role of the opinion leaders is to be the inspirer of the masses and also their teacher. The opinion leaders, for example, not merely informs and educates but also influence the public opinion. They play the role of the inspector of public affairs and try to feed the man the information he needs to formulate his ideas. They are the influencers of the democratic right to freedom of expression and try to disclose as well as comment on the matters of public interest. Ideally the function of the opinion leaders is to create public opinion on matters of public interest and build up public confidence. They try to provide information and create the climate and thereby influence attitudes. They help community decision-making by providing the facts that help the public to arrive at their own decisions. In this way, opinion leaders mould public opinion. They try to do objective conclusion for the public and there by succeed in influencing public opinion. PR must be very careful of the opinion and attitudes of the opinion leaders concerning their organization.

- 5. Media Relations:** The media, as we know it today, is a modern institution. A number of factors led to the emergence of the media as a predominant feature of modern life. Technical inventions facilitating mechanical reproduction, the spread of literacy, the increasing use of regional languages affecting a transformation in outlook grew in time to communicate and create public opinion. No matter what

the character of the government or the organization is, it cannot ignore the people. Every government or organization is accountable to the public.

- 6. Media Relations:** is a vital tool in PR. A large amount of communication and PR are conducted through the media-especially the press. Business is always vulnerable to attracts by the media. Media can often aggravate problems especially crisis. Media must be kept favorable. All efforts must be made to ensure this strategically. It takes years to build a good image, but to destroy an image, it needs just a few bad reports in the media. Organizations cannot afford unnecessary reactions and distortions. Selective and in-depth coverage in what the organizations must aim at produces the desired results. The organization must be able to live up to its claims and promises in media, otherwise it can be in for further problems. Efforts must be to build an image as well as to counter negative publicity. PR people are the link between the organization and the media. Their success and effectiveness depends on their ability to represent the company in the media to its satisfaction. PR is a catalyst that helps to bring about a change in the corporate image through communication of appropriate information and the media are channels or vehicles to communicate with the target audience.
- 7. Financial Relations:** The main target group of a company in financial PR is its shareholders and potential investors. They have to be given information they are entitled to have, and they have to be kept interested in the company. PR must establish, maintain and improve the company's image and reputation so that it can ensure financial backing from the public and the financial institutions. With the growth of the economy and the business, management of financial promotions and PR have taken on a new dimension. Organizations are making special efforts to ensure goodwill of their investors, financial institutions and the rest of the financial community. This is being done in the media ranging from annual reports to special brochures to audio-visuals, video films and even corporate advertising in the press and television.

2.4 Marketing Public Relations (MPRS)

Many companies are turning to marketing public relations (MRPS) to directly support corporate on product, Promotion and image making. Marketing managers are turning

more to MPRS; they found it effective in building awareness and brand knowledge, for both new and establish products. In considering when and how to use MPRS, management must establish the marketing objectives, choose the PRS messages and vehicles, implement the plan carefully and evaluate the results.

Further, Kotler (2000:607) clarifies the contribution of MPRS as follows:

- **Build awareness:** to bring attention to product or service of an organization,
- **Build credibility:** can add credibility by communicating the message in an editorial context,
- **Stimulate the sales force and dealers:** stories about a new product service before it is lunched will help the sales force sell it easily,
- **Hold down promotion cost:** in most cases PRS doesn't cost as markets advertising

Blech and Blech (2003:566) further explain marketing PR adds value to the integrated marketing program in a number of ways:

- **Building market place Excitement**

Before media advertising the analysis of new product is an opportunity for the marketer to obtain publicity, there by increasing the effectiveness of advertising.

- **Introducing a product with little or no advertising.**

This strategy has been implemented by launching new product or service to test the market.

2.5 Public Relation Tools

Depending up on the nature of activities and different target groups, different tools can be used. Banik (2002:76) suggests the following PRS tools of majors:

1. **Issue of day-to-day News-item:** these tools specifically focus on the latest development of the day. It is considered one of main duty of PRS department close with the management and internal public to know the daily development of an organization in order to use as an input for out side PRS. Writing and issuing of day to day news- item is one of the easy and inexpensive tools of PRS communication.

They are quick and effective, may include announcement, achievements, notices etc (Banik 2002:76).

2. **Face-to-face communication:** It has better result than written communications can do for inter-personal communication on purpose. It helps to understand the feeling of every individual when they are taking, reacting with the communicator.
3. **Publication:** written and printed communication produces higher levels of comprehension. These literatures consist of booklets, brochures and pamphlets, etc. These publication can give general background information to the readers about the general condition of the organization publication may include interim report, annual report, reports of the company meetings for the purpose if influencing the readers to achieve their organizational goals. (Banik, 2002:77).
4. **Relation with press:** A very important tool of PRS is press relation. These are four common methods of communication to conduct press relation, press releases, press conferences, facility visits and Letters to the Editors (Banik, 2002:78).
5. **Information center:** According to Banik (2002:78) the information centers are multi-purpose in nature and provide in several services to the organization as well as to its employees and also the members of the public outside. Among different purposes of the information center the following three are majors
 - A. **To have an enquiry desk:** the purpose of enquiry desk of counter serves is guiding the public through information. According to Banik (2002:78) in selecting the personnel for information center take the following qualities into consideration for persons to be deployed: should be well educated, must be polite, must have good knowledge about the organization, and should have a pleasant personality.
 - B. **To maintain a reference library:** Should maintain for both internal and external publics of an organization by providing necessary reference documents about the important events of an organization.

C. To run reading room: A reading or a study room is another place provides current books, magazines, news paper periodicals, journals, etc for the use of employees.

6. Sponsorship: means the company pays money to sponsor someone or some group that is participating in activity (Clow and Baack, 2004:422). Through sponsorship marketing an organization can achieve enhancing a company's image, increase a firm's visibility, helps to differentiate a company from its competitors.

2.6 Effective PRS

According to Bohiman and Ellis in Sahu and Raut (2003:148), a PRS program is to be effective its objective should be defined to determine the progress success and to be reviewed

Effective PRS depend on:

- Setting specific objectives that are capable of evaluation,
- Fully integrating the PRS function into the organization, and
- Selecting the right personnel to carry out the PRS function

2.6.1 Measuring the effectiveness of PRS

Effective PRS helps to maintain and build favorable image in the minds of the publics. It is important to evaluate the effectiveness of the public relations effort. According to Blech and Blech (2003:566) in addition to determining the contribution of public relations program to attaining communication objectives, the evaluation offers other advantages: It tells management what has been achieved through public relations activities, it provides management with a way to measure public relations achievements quantitatively, it gives management a way to judge the quality of public relations achievements and activities.

Simon in Blech and Blech (2003:567) suggests additional means for accomplishing this evaluation process including the following:

- Personal observation and reaction–observation should taken one's superior at all level of the organization what is done in the public relations activities.

- Matching objectives and results—before implementing any communication activities through the public relations certain objective should be predetermined it helps as a standard to evaluate the result accordingly with the objective.
- The team approach – one way of evaluating public relations activities especially in internal public is the degree that results from public relations in creating team approach to meet the overall objective of an organization.

CHAPTER THREE

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

This part of the research paper is devoted to presentation, analysis and interpretation of data gathered from participant of this study.

3.1 General Characteristics of the Customer Respondents

Table 1 Gender, Age, Educational Background, Occupational type & Duration of Time

S/N	Item	Customer Respondent	
1	Gender	No.	Percent
	Male	95	66
	Female	49	34
	Total	144	100
2	Age		
	18-27 Years	7	5
	28-37 Years	25	17
	38-47 years	46	32
	48 and above	66	46
	Total	144	100
3	Educational background		
	Below 10 th	27	19
	10 th Complete	1	1
	Diploma	32	22
	Certificate	4	2
	1 st degree	56	39
	above 1 st degree	24	17
	Total	144	100
4	Occupational type		
	Governmental	2	1.3%
	Non-governmental	22	15.3%
	Self-employee	120	83.3
	Total	144	100
5	How long have you been the customer of Awash Insurance Company		
	From 2-3 years	14	10
	From 3-5 years	62	43

	From 5-6 years	46	32
	From 6-7 years	22	15
	Total	144	100

The 1st section of Table 1 summarizes the gender of the respondents. From the total customers respondents 95 (66%) are male, while the rest 49 (34%) are females. This indicates most of the users (respondents) are males. The 2nd section of table 1 summarizes different age groups of the total number of customer respondents. About 7 (5%) of customer respondents are in the age of 18-27 years, 25 (17%) of them are in the age of 28-37 years, 46(32%) of the respondents lies on the age of 38-47 years and the rest which covers 66 (46%) of the respondents are 48 and above. It shows that this research participate the respondents from all ages group who attained maturity. The 3rd section of table shows educational background of the costumer respondents. From the total customers respondents 27 (19%) are below 10th, 1 (1%) of respondents is at the level of 10th complete, then 32 (22%) and 4 (2%) of the respondents have diploma and certificate respectively. The remaining 56 (39%) and 24 (17%) customer respondents are at the level of 1st degree and above 1st degree respectively. This implies that most of the respondents have completed tertiary level education.

The 4th section of table 1 summarizes different types of occupation of customer respondents. 2 (1.3%) of customer respondents are in governmental occupational types, 22 (15.3%) respondents are in non-governmental job and the rest 120 (83.3%) are self-employed. This shows from the total customer respondents most of the insurance users are self-employed. The 5th section of Table 1 indicates the duration of time respondents have been customer of Awash Insurance Company. From the total customer respondents 14 (10%) have been customer for 2-3 years in Awash Insurance Company, 62 (43%) of them are customers for 3-5 years, the remaining 46 (32%) and 22 (15%) of customer respondents have stayed with Awash Insurance Company for 5-6 and 6-7 years respectively.

3.2 Analysis of the Major Findings

Table 2 Types of Services used by Customers

Types of Services	Customer respondents	
	No.	Percent
Motor Insurance	57	40
Fire Insurance	39	27
Life Insurance	36	25
Burglary	12	8
Total	144	100

Table 2 shows different types of insurance services used by customer respondents. About 57 (40%) of customer respondents are users of motor insurances, 39 (27%) of customer respondents are also users of fire insurances, the rest 36 (25%) and 12 (8%) of customer respondents are users of life and burglary insurance types. This shows the image of the customers about car accident is very high.

Table 3 AIC'S Effort in using "PR tools"

S.N	Questions	Customer respondents	
		No.	%
1	How do you rate the company's improved PR tools such as newsletter or magazine?		
	a) Very high	37	26
	b) High	13	9
	c) Medium	56	39
	d) Low	24	17
	e) Very Low	14	9
	Total	144	100
2	How do you rate the company improved Public Relation tools such as information posted on the website?		
	a) Very high	34	24
	b) High	1	1
	c) Medium	27	19
	d) Low	40	28

e) Very Low	42	28
-------------	----	----

The 1st section of table 3 summarizes the response of customers related with public relation tools of the company. Out of the total customers 37 (26%) of respondents rated the improvement of public relation tools a very high. Among the respondents of customers 13(9%) of them rated high, 56(39%) rated medium. The remaining 24 (17%) and 14 (9%) of customer respondents rated low and very low respectively. This implies that the improvement the news letters or magazines of the company is at medium levels need to be improved. In the other hand the manager of Bole branch said the company inform to publics about achievement of the company by using company newsletter.

The 2nd section of Table 3 shows the response of customers regarding posted information on the website. From the total customer respondents 34 (24%) rated very high, 1(1%) of customer respondents rated high, then 27(19%) of customer respondents rated medium, and the rest 40(28%) and 42(28) of them rated low and very low respectively. This indicates the website of the company is very weak in transmitting important information. Thus, the company needs to improve the system of web page.

Table 4 Respondents Perceptions about "AIC'S IMAGE"

S.N	Questions	Customer respondents	
		No.	%
1	How do you rate the extent of relation ship between the company and its customers?		
	a) Very high	91	63.2
	b) High	53	36.8
	c) Medium	--	--
	d) Low	--	--
	e) Very Low	--	--
	Total	144	100
2	What is the extent of the company in creating favorable image in its customers mind?		
	a) Very high	94	65.3
	b) High	45	31.3
	c) Medium	5	3.4
	d) Low	--	--
	e) Very Low	--	--
	Total	144	100

The 1st section of Table 4 implies relationship between the company and the respondent customers. From the total customer respondents 91 (63.2%) rated at very high level, and 53(36.8%) respondents rated at high. This shows the company have good relation ship with customers. Moreover the manager of Bole branch and Head office are said the company have good relationship with employees and customers by using different public relation tools the company applying to a communication such as newsletter of the company and by preparation of vacation, etc

The 2nd section of table 4 also implies the success of the company in creating favorable image in customers mind. Out of the total customer respondents 94 (65.3%) rated very high, 45 (31.2%) of customer respondents rated high, the remaining 5(3.5%) of customer respondents rated medium. This indicates the company creates favorable image in most of customer respondents.

Table 5 AIC'S Effort in using "FEEDback"

S.N	Item	Customer Respondent	
		No.	%
1	What is the extent of the company in taking compliant, suggestion and opinion from customers as an input to make corrective actions?		
	a) Very high	84	58.3
	b) High	35	24.3
	c) medium	22	15.3
	d) Low	3	2.1
	e) Very low	-	-
	Total	144	100
2	AIC is quick in giving response to customer's complaints?		
	a) Strongly agree	102	70.8
	b) Agree	42	29.2
	c) Neutral	-	-
	d) Disagree	-	-
	e) Agree	-	-
	Total	144	100

Item 1 of Table 5 summarizes the extent of the company in taking complaints, suggestion & opinion of customer respondents. Out of the total customer respondents 84 (58.3%) of respondents rated very high, 35(24.3%) of customer respondent also rated high & the remaining 22(15.3%) & 3(2.1%) of customer respondents rated low & very low respectively. This shows that the company takes efficiently customers opinions and

suggestions. Table 5 Item 2 shows the response of the company with regards to customer complaints. 102(70.8%) of customer respondents rated strongly agree and 42(29.2%) of customer respondents rated agree. This indicates the company gives quick response for customer complaints on time.

In the open ended questions most of customers said by increasing of premium charge and decreasing of compensation, and delay in paying of compensation shift from different insurance company to Awash Insurance Company.

Moreover the customer said the company has problem of websites, lack of sponsorships in transmitting of sport program and lack of facilitating meeting with customers. Finally, respondents suggest the company to design the web page and participate in different social events detail.

Table 6 Gender, Age, and Educational Background & Time of Duration of Employee Respondents

S/N	Item	Employee respondents	
		No.	%
1	Gender		
	A-Male	5	63
	B-Female	3	37
	Total	8	100
2	Age		
	a) 18-27 years	-	-
	b) 28-37 years	4	50
	c) 38-47 years	4	50
	d) 48-57 years	-	-
	e) 58 years and above	-	-
	Total	8	100
3	Educational Background		
	a) 10 th complete		
	b) Certificate	-	-
	c) Diploma	-	-
	d) 1 st degree	8	100
	e) above 1 st degree	-	-
	Total	8	100
4	Time of duration in the company		

	a) from 2-3 years	4	50
	b) from 3-5 years	3	37.5
	c) from 5-6 years	1	12.5
	d) from 6-7 years	-	-
	Total	8	100

Table 6, Item 1 summarizes the gender of employee respondents. About 5 (63%) of employee respondents are males, while the remaining 3 (37%) covers female's employee respondents. This shows the research participates both gender and all employees of the PR department.

The 2nd Item of table 6 summarizes different age groups of employee respondents. 4 (50%) of employee respondents are in the age of 28-37 years and the rest 4 (50%) of employee respondents were found to be in the age range of 38-47 years. This shows the 3rd section of table 6 shows educational background of employee respondents. All of employee respondents have 1st degree. This indicates the public relation departments have educated man power.

The 4th section of Table 6 indicates the duration of service of employees in the company. From total employee respondents 4 (50%) have stayed between 2 to 3 years, 3 (37.5%) of employee respondents have stayed between 3-5 years, the last 1 (12.5%) employee respondent have given service from 5-6. This shows half of employees respondents have stayed in the company for few years.

Table 7 Employees Participation in Preparation of Co. Newsletter

S.N	Item	Employee respondents	
		No.	%
1	What is the extent of the company in participating employees in preparation of the company new letter (Zena Metsehate)		
	a) Very high	6	75
	b) High	2	25
	c) Medium	-	-
	d) Low	-	-
	e) Very low	-	-

	Total	8	100
2	To what extent is Zena Metsehate an effective public relation communication tool		
	a) Very high	3	37.5
	b) High	1	12.5
	c) Medium	4	50
	d) Low	-	-
	e) Very low	-	-
	Total	8	100

Table 7, Item 1, indicates, participate of employees in the preparation of the company newsletter. From the total number of employee respondents 6 (75%) said very high . The remaining 2 (25%) rated high. This result approve that the company participates the employees in preparation of Zena Metsehate effectively.

Item 2 of Table 7, shows the effectiveness of Zena Metsehate. As a result, 3 (37.5%) of respondents rated very high, 1 (12.5%) of the employee respondents also rated high and the rest 4 (50%) of respondents rated medium. This result shows the company Zena Metsehate has a medium preparation styles. So the company needs to improve the problem of public relation tools.

Table 8 Employees Knowledge about the Company

S.N	Item	Employee respondents	
		No.	%
1	How do you rate the availability of sufficient knowledge about the company?		
	a) Very high	8	100
	b) High	-	-
	c) Medium	-	-
	d) Low	-	-
	e) Very low	-	-

Total	8	100
-------	----------	------------

Table 8 summarizes total number of employee respondents who rated the availability of sufficient knowledge about the company. Accordingly, all of the employee sufficient respondents rated it as very high. This indicated that the major tasks of the PRS department is making information available & building better image of the corporation. In other hands the result implies that the ability of giving information about the company is reliable & high.

Table 9 Employees Perspectives in Social Issues

S/N	Item	Employee respondents	
		No.	%
1	How do you rate the company in supporting employee's events? Such as organizing get together?		
	a) Very high	-	-
	b) High	3	37.5
	c) Medium	5	62.5
	d) Low	-	-
	e) Very low	-	-
	Total	8	100
2	To what degree does the company apply the following activities to build two way communications?		
	A. Providing sponsorship for scholars.		
	a) Very high	6	75
	b) High	2	25
	c) Medium	-	-
	d) Low	-	-
	e) Very low	-	-
	Total	8	100
	B. Organizing welcome event for new staff member		
	a) Very high	-	-
	b) High	-	-
	c) Medium	-	-
	d) Low	5	62.5
	e) Very low	3	37.5
	Total	8	100
	C. Giving gifts for staff members in wedding, graduation, etc.		
	a) Very high	6	75
	b) High	2	25
	c) Medium	-	-
	d) Low	-	-
	e) Very low	-	-
	Total	8	100

	D. Awarding staff members who have worked for AIC for long years		
	a) Very high	-	-
	b) High	-	-
	c) Medium	-	-
	d) Low	1	12.5
	e) Very low	7	87.5
	Total	8	100
	E. Sponsors TV programs related to traffic accident?		
	a) Strongly agree	6	75
	b) Agree	2	25
	c) Strongly disagree	-	-
	d) Disagree	-	-
	Total	8	100

Table 9 Item 1 summarizes, about the company's extent in supporting of employee events like get together. From the total no. of employee respondents 3(37.5%) of the respondents as high, and 5 (62.5%) of the respondents rated medium. This result shows the company is very poor in organizing get together. This could help the company improve its weakness and develop communications with employees. Section A of table 9, summarizes the company's ability to build up two way communication. 6(75%) of the total respondents rated very high in sponsorship for scholars and 2 (25%) of respondents rated high. This indicates the company performs effectively in sponsorship for scholars.

Section B, summarizes 5 (62.5%) and 3 (37.5%) of employee respondents rated low and very low respectively. This result shows the company effort on the welcome events for new staff members wasn't efficient and poor, such activities need series of stages their implementation. But the result approves that such kinds of activities were not implemented well by the PRS department of the company. Jefkins in Sahu and raut (2003:145) that, PRS help to build mutual understanding between two parties and it also helps the company to earn public understanding and acceptance. Section C, shows, here is that, AIC effort in giving gifts for staff members in wedding, graduation is at very well level, the PRS practices in such activities also very well and it help to improve relation ship between the company and employees. Etzel and others (2004:556) said that, supporting events of publics of an organization helps to maintain better relationship, to build strong image and can get much more.

Section D, Shows, from the total number of respondents 1(12.5%) and 7 (87.5%) rated low and very low respectively. This indicates AIC effort on Awarding staff members are very poor. But encourage of employee needs for the company to maintain better relation ship between the company & employees.

Section E, shows, 6 (75%) and 2 (25%) out of the total respondents rated strongly agree and agree respectively. This implies that the company is in sponsors of TV for traffic program are very good. The implication is that Awash Insurance Company's experiance in participating events of its public had better practice. Authors suggests in the issue, it is one of the major tasks of the PRS department through regular participation of specific events of the general publics. Additionally the manager said most of the time particiaptes in sponsorship specially in transmitting of traffic program related with jobs but the company provides and participates in different social issues. Finally the manager said the company has some problems in public relation activities but to improve this weakness and continue by other strong activities.

Table 10 Employees Perspectives in Different issues

S/N	Item	Employee respondents	
		No.	%
1	How do you rate your job satisfaction as a result of the activities carried out by the public relation department?		
	a) Very high	2	25
	b) High	1	12.5
	c) Medium	5	62.5
	d) Low	-	-
	e) Very low	-	-
	Total	8	100
2	Do you believe that the public relation department of the company has sufficient staff members?		
	a) Strongly agree	-	-
	b) Agree		
	c) Strongly disagree	1	12.5
	d) Disagree	7	87.5
	Total	8	100
3	To what extent do you agree that the public relation department of the company have sufficient budget?		

	a) Strongly agree	-	-
	b) Agree		
	c) Strongly disagree	7	87.5
	d) Disagree	1	12.5
	Total	8	100

Table 10, section 1, shows 2 (25%) of employee respondents rated very high, 1(12.5%) and 5(62.5%) rated high and medium respectively in job satisfaction. As a result of activities carried out by public relation department. This result implies that the employees have not enough satisfaction by the activities of public relation department. Section 2, indicates 1 (12.5%) and 7 (87.5%) of respondents rated strongly disagree and disagree respectively. This result shows the company doesn't perform the duty of the PR activities effectively by the shortage of staff members. Public relation department has not sufficient staff members.

Section 3, shows from the total no. of employee respondents 7 (87.5%) and 1 (12.5%) rated strongly disagree and disagree respectively in the company have sufficient budget. This shows the PR department hasn't enough budgets to facilitate the activities effectively. On the open ended questions most of customer respondents said by increasing of premium charge, decreasing of compensation and delay in paying of compensation shift from different insurance company to Awash Insurance Company.

On the other hand the customer respondents list the weakness of the co. and suggest the solution. Lack of facilitating meeting, lack of website and lack of sponsorship in sport program. And suggest to design the webpage and to participate in different social events. In the side of employee respondent's 5 reply shortage of newsletter distribution and lack of update information about the company by the cause of failure of website. The remaining 3 respondents also said lack of budgets in the department.

Finally, the employee suggest the company to print large amount of newsletter and rich for all employees and customers, to update the web page and transmit up to date information for publics and the company give enough budget for the department.

CHAPTER FOUR

SUMMARY, CONCLUSION AND RECOMMENDATION

This chapter is the last part of the study which deals with summary of the major findings, conclusion and recommendations.

4.1 Summary of the major findings

This part of the research paper is devoted to summary of the major findings of the study.

- ❖ To generalize the characteristics of the respondents of both groups the majority of the respondents were male. In the case of their age the majority of customers groups, which cover 66 (46%) of total respondents were between the age range of 48 and above years, where as in employee groups the majority were concentrated equally between 28-37 years and 38-47 years of age. The summary of educational background shows that, 56 (39%) of customer respondents were 1st degree holders and the majority from the remaining employee respondents group, all of them had 1st degree. The summary of occupational types shows majority of customers respondent were self-employed.

Regarding their relationship as a customer with Awash Insurance Company, the majority of the respondents had 3-5 years of experience with the company. Finally, from the side of the employees most of them were between 2-3 years experience and 57(40%) of customer's respondents was motor insurance users.

- ❖ According to the Public Relation tools used by the company such as newsletter improvements, the customer respondents said that it is at medium level. From employee's side, the effectiveness of the Company's newsletter focus at medium level. In preparation of Company news letter the participation of employee indicated a very high level.
- ❖ Regarding improvement Public Relation tools such as information posted on website 42 (29%) of customer respondents had very low information posted on the

website. The Company wasn't facilitating website system effectively. Generally, regarding the activities Public Relation tools of the Company were at medium and very low level.

- ❖ According to relationship of the Company and its customers, respondents replied very high. The creation of favorable image in its customer mind concentrated at very high level. Similarly the image of the Company in customers mind was also very high.
- ❖ The use of feedback such as compliant, suggestion and opinion taking from customers helps to meet needs and wants of the publics in other words achieving organizational goals. It was found out that Awash Insurance Company takes feedback at very high level.
- ❖ Participation and supporting social activities, events and public programs was also the major concern of the student researcher, such kinds of activities will help an organization to build better relationship with its publics and to gain reputation in the minds of the entire publics. In order to assess the practice of Awash Insurance Company in such issues, some questions were raised from employee and customer respondents, like sponsorship in celebration of public and government holidays awarding employees who have worked in the Company for long years and the result has rated poor. But the manager of the company argue that Awash Insurance Company had a better experience in supporting and participating public events regularly, even if the result gathered from respondent wasn't in agreement with this opinion.
- ❖ According to the weaknesses of the company most of the employee respondents indicated the shortage of budget and shortage of employee. In the side of customer respondents, they concentrated on the problem of webpage and lack of sponsorship of different issues.

4.2 Conclusions

After the completion of analysis of customer and employee responses, the student researcher had reached at the following conclusions.

- ✚ The effort of Public Relation programs in improving the Company's newsletter were at medium level. On the other hand, the Company's Public Relation tools like a webpage was low to make the flow of information to both respondents.
- ✚ The Company's effort in creating favorable image of Awash Insurance Company in minds of the publics was at moderate level. In addition the extent of the relationship between the company and its customers were moderate. Generally the performances of Public Relation department in relationship side were at moderate level.
- ✚ Supporting and participating in social activities helps to get better reputation in the minds of publics and to build better relationship with them. The Company's practices regarding the issue weren't efficient. The result concluded that, the Company's effort in supporting events like sponsorship on traffic program, sponsorship for scholars and giving gifts at occasion time were at moderate level. On the other hand, supporting of public and government holiday, sport programs and organizing welcome events were other aspects, but the practices of Awash Insurance Company were low and very low respectively. The Public Relation practices regarding these issues weren't impressive. Therefore, the Public Relation department performance regarding participation of Awash Insurance Company in events of its public wasn't impressive.
- ✚ The other major issue raised by the student researcher was the shortage of budget and shortage of staff members. Concerning these issues, the Public Relation department faces high problem to facilitate and make effective activities to the firm due to shortages in budget and man power resources.

4.2 Recommendations

The Public Relation practices and activities of Awash Insurance Company were interpreted, summarized and concluded. Based on the conclusions drawn the student researcher have forwarded the following recommendations.

- The Public Relation department should focus on the recommended issue improvement of newsletter and webpage, to improve the style and the content of the newsletter with attractive designs aimed at ultimately improving the good will of the Company.

- The Company Public Relation practices in creating of favorable image in the customer mind were at moderate level, the activities and programs that aimed to get the attention of target customer must be well implemented. In job satisfaction, the employee were at medium level, the Public Relation department must focus on employee of the Company because dissatisfaction of employee was worst than that of external customers. In order of provide this situation, the Public Relation department should facilitate different meetings between the two parties to improve their understandings.
- The other major issue raised by the student researcher and need recommendation to improve the situation is that, most of the Company efforts in participating and supporting social events was at low level. In order to improve the situation, the company should implement facilitating meetings, awarding staff members who have worked for long years in the Company and other related activities. In addition the Public Relation departments also focus on planning of budget and appointed enough staff members.

BIBLIOGRAPHY

Awash Insurance Company. (2009)

Company Profile. Addis Ababa:

Banik, G.C. (2002). **Effective public Relation in public & private sector**
Mumbai: Jaico publishing House.

Blech, E. and A. Blech. (2003). **Advertising and promotion,** New Delhi: ata
McGraw- Hill.

Clow, E. and Baack. (2004). **Integrated Advertising, promotion and
marketing communications.** New Delhi: prentice Hall. Inc.

Cutlip, Scot. M. (2000). **Effective Public Relations.** New Delhi: Dorling
kind Ersley.

Jefkins, F. (1983). **Public Relations for Marketing Management.** London:
The Macmillan press Limited.

Kotler, P. (2000). **Marketing Management.** New Delhi: Jarun offset printers.

Kotler, P. (2006). **Principles of Marketing Management.** New Delhi: Hall
of India private Limited.

Kyambalesa, H. (2003). **Successful Marketing in the 21st century.** New
Delhi: Infinity Books.

Sahu, P.K and K.C. Raut. (2003). **Salesmanship & Sales Management.** New
Delhi: Vikas Publishing House.

APPENDICES

Declaration

I the undersigned, declare this senior essay is my original work, prepared under the guidance of w/t Tigist Belay. All source of materials used for the manuscript have been duly acknowledged.

Name Zayed Lemlem

Signature _____

Place of submission St. Mary's University Collage

Date of submission _____

This senior essay has been submitted for examination with my approval as a university collage advisor.

Name Tigist Belay

Signature _____

Date _____

Appendix 1

I Questionnaire filled by customers

This questionnaire is prepared by St. Mary's university college undergraduate degree student in order to assess the Public Relation practice of Awash Insurance Company. Your answer will be concrete base for this student research paper. Please, give your answers dedicatedly and honestly. All information you provide to this study will kept strictly confidential. Thank you in advance for your cooperation to fill this questionnaire.

Please put mark in the box of your choice given below

General characteristics of the respondents

1. Gender

Female Male

2. Age

A) 18-27 years C) 38-47 years

B) 28-37 year's D) 58 years and above

3. Educational Background

A. Below 10th D. Certificate

B. 10th complete E. First Degree

C. Diploma F. Above first degree

4. Occupational types

A) Governmental B) Non-Governmental

C) Self – employed D) Others

5. How long have you been the customer of Awash Insurance Company?

A) From 2-3 years B) From 3-5 years

C) From 5-6 years D) From 6-7 years

6. As a customer of AIC, which service do you use exhaustively (For which service are you the customer?)

- Motor insurance

- Fire insurance

- Life insurance

- Burglary

- Others

7. How do you rate the company improved PR tools such as newsletter or magazine?

A) Very high B) High C) Medium

D) Low E) Very low

8. How do you rate the company improved PR tools such as information posted on the website?

A) Very high B). High C) Medium

D) Low E) Very Low

9. How do you rate the extent of relationship b/n the company and its customers?

A) Very high B) High C) Medium

D) Low E) Very Low

10. What is the extent of the company in creating favorable image in its customer's mind?

A) Very high

B) High

C) Medium

D) Low

E) Very low

11. How do you rate the image of AIC in the minds of its customers?

A) Very high B) High C) Medium

D) Low E) Very Low

12. What is the extent of the company in taking compliant, suggestion and opinion from customers as an input to make corrective actions?

A) Very high

B) High

C) Medium

D) Low

E) Very low

13. What is the extent of the company in participating and supporting Social events?

Very high High Medium Low Very Low

<ul style="list-style-type: none">➤ Supporting sport programs on TV➤ Supporting celebration of Public and government Holidays.➤ Preparation of New Year gifts & Calendars.➤ For transmitting of traffic program.	<table border="0"><tr><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td></tr><tr><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td></tr><tr><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td></tr><tr><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td></tr></table>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																	

14. Does the company facilitate meeting /get together with its customers?

a. Yes b. No

15. If your answer for the number 14 question is yes, what is the interval of the company facilitating meetings & better relationship?

- a. Once a month
- b. Once a year
- c. When ever need arises
- d. Others

16. AIC is quick in giving response to customer's complaints?

- a. strongly Agree
- b. Agree
- c. Disagree
- d. Strongly disagree
- e. Neutral

17. AIC is better for other insurance companies in PR activities?

a. strongly Agree

b. Agree

c. Disagree

d. Strongly disagree

e. Neutral

18. AIC is updates the PR activities of the co. from time to time?

a. strongly Agree

b. Agree

c. Disagree

d. Strongly disagree

e. Neutral

19. Have you ever been a customer of other insurance company?

a. Yes

b. No

20. Are you users of other Insurance co. before you are the customer of AIC?

a. Yes

b. No

21. If your answer for the above question No.20 is yes what is your reason for leaving?

21. What are the weaknesses of the company in PR activities?

22. What is suggesting improving this weakness?

Appendix 2

Questionnaire to be filled by employees

This questionnaire is prepared by St. Mary's university collage undergraduate degree student in order to assess the public relation proactive of Awash insurance Company. Your answer will be concrete base for this student research paper. Please, fill all answer dedicatedly and honestly. All information you provide to this study will be kept strictly confidential. Thank you in advance for your cooperation to fill this questioner ire.

Please put \surd mark in the box of your choice given below

You do not need to write your name

I. General characteristics of the respondents

1. Gender

Male Female

2. Age a. 18-27 yrs b. 28-37 yrs c. 38-47
d. 48-57 yrs e. 58yrs and above

3. Educational backgrounds

a. 10th complete b. certificate c. diploma
d. 1st degree e. above 1st degree

4. For how many years have you worked in AIC?

a. From 2-3 years b. From 3 - 5 years
c. From 5-6 years d. From 6-7 years

5. What is the extent of the company in participating employees in preparation of the company's newsletter (Zena Metsehate)?

a. Very high b. high c. Medium
d. low e. very low

6. How do you rate the availability of sufficient knowledge about the Company?

a. Very high b. high c. Medium
d. low e. very low

7. To what extent is Zena Metsehate an effective Public Relation communication tool?

- a. Very high b. high c. Medium
 d. low e. very low

8. How do you rate the company in supporting employee's events? Such as organizing get-together?

9. To what degree does the company apply the following activities to build two way communications?

	Very High	High	Medium	Low	Very Low
- Providing sponsorship for scholars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Organizing Welcome event for new staff members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- giving gifts for staff members in wedding, graduation, etc	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Awarding staff members who have worked for AIC for long years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. To what extent do you agree that the co. sponsors TV programs related to Traffic accident?

- a. Strongly agree
 b. Agree
 c. Strongly disagree
 d. Disagree

11. How do you rate your job satisfaction as a result of the activities carried out by the PR department?

- A. Very high B. high C. Medium
 D. low E. very Low

12. Do you believe that the PR department of the company has sufficient staff members?

- a. Strongly agree
 b. Agree
 c. Strongly disagree
 d. Disagree

13. To what extent do you agree that the PR department of the company have sufficient budget?

a. Strongly agree

b. Agree

c. Strongly disagree

d. Disagree

14. What are the weaknesses of the PR department?

15. What is suggest to improve these weakness?

Appendix 3

Interview checklist

This interview prepared to ask AIC division manager in order to get input for the student research paper that aimed at to assess the PR practice of AIC

1. Do you believe that the company does have better relation with its employees and customers?
2. What is the company effort in applying two-way communication with its public?
3. Does the company inform to its public about its achievements?
4. What is the effort of the company in supporting community activities and events?
5. What do you say about the PRs effort of the company for the public?

Appendix 4



.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... √

1. ..

... □

.. □

2. ...

.. 18-27 ... □

.. 38-47 ... □

.. 28-37 ... □

.. 48 ... □

3. ../...

.. 10 □

..... □

.. 10 □

..... □

..... □

..... □

4.

..... □

..... □

... □

..... □

5.?

.. 2-3 ... □

.. 3-5 ... □

.. 5-6 ... □

.. 6-7 ... □

6.?

..... □

.. □

□

□

□

□

.

7. >

.

.

8. ?

.

.

.

9.

. ?

.

.

10. ?

.

.

11.

. ?

.

.

12.

. ?

.

.

13.

. ?

.

.

14. ?

.

.

15. ?

.

.

.

16. ?

.

.

.

17. ?

.

.

.

18. ?

.

19. 18 ?

20. ?

21. ?

18.>

