



**ZIMBABWE EZEKIEL GUTI UNIVERSITY**  
**FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING**  
**DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT**

**EXAMINATION PAPER**

**COURSE CODE** : CMA209  
**COURSE TITLE** : PUBLIC RELATIONS AND CUSTOMER CARE  
**DURATION** : 3 Hours  
**DATE** : 16 AUG 2021

**INSTRUCTIONS TO CANDIDATES:**

1. No cell phones are allowed in the examination venue.
2. Answer **ANY FOUR** questions
3. Begin each question on a new page.
4. The number of marks allocated to each question or part question is shown in brackets
5. All questions carry twenty five marks

### QUESTION ONE

Explain the following terms:

- a) Service recovery [5 Marks]
- b) Customer focus [5 Marks]
- c) Direct mail [5 Marks]
- d) Ambiance [5 Marks]
- e) Environmental scanning [5Marks]

### QUESTION TWO

Identify and discuss the drawbacks of social media in PR. [25 Marks]

### QUESTION THREE

Examine the extent to which (Kaplan and Norton 1993) Balanced Score Card is desirable in setting the Public Relations (PR) objectives? [25Marks]

### QUESTION FOUR

Evaluate Five (5) techniques used by companies to communicate with its employees. [25 Marks]

### QUESTION FIVE

You are the PR manager of the civil protection unit (CPU). Design a strategic Press Release on the humanitarian crisis that has been caused by Covid 19. [25Marks]