



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

COURSE CODE : CMA209
COURSE TITLE : PUBLIC RELATIONS AND CUSTOMER CARE
DURATION : 3 Hours
DATE : 28 May 2019

INSTRUCTIONS TO CANDIDATES:

1. Answer any FOUR questions only.
2. Each question carries 25 Marks.
3. Start each question on a new page of your answer sheet.

QUESTION 1

Outline Nancy Friedman's 8 steps of service recovery.

[25 marks]

QUESTION 2

Discuss 5 ethics related challenges impending effective implementation of the basic principles and values of public relations.

[25 marks]

QUESTION 3

Discuss the extent to which each of the following steps in public relations process facilitates PR effectiveness.

- a) Environmental scanning (5)
- b) Formative Research (5)
- c) Planning (5)
- d) Message design and execution (5)
- e) Evaluation (5)

QUESTION 4

With the aid of practical examples, analyse the following barriers to effective communication in PR.

- i. Selective perception (5)
- ii. Emotions (5)
- iii. Differences (5)
- iv. Language (5)
- v. Media used (5)

QUESTION 5

Discuss the extent to which each at the following personal qualities of a public relations practitioner enhances PR effectiveness:

- i. Integrity (5)
- ii. Diplomacy (5)
- iii. A good communicator (5)
- iv. Imaginative/creative (5)
- v. Florist (5)