

ZIMBABWE EZEKIEL GUTI UNIVERSITY



FACULTY OF BUSINESS, ECONOMICS & ACCOUNTING

DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

COURSE : PUBLIC RELATIONS AND CUSTOMER CARE
CODE : CMA 209
DURATION : 3 HOURS
LEVEL : 2.2
DATE : 24 September 2020 (1400 – 1700)

Instructions to candidate

1. No cell phones are allowed in the examination venue.
2. Answer **FOUR (4)** questions.
3. Each question carries 25 marks.
4. Begin each question on a new page.
5. Neatness and legibility are encouraged.

QUESTION ONE

Explain the following terms;

- a) Social media **[5 Marks]**
- b) Blogging **[5 Marks]**
- c) Media relations **[5 Marks]**
- a) Feedback **[5 Marks]**
- b) Communication barrier **[5 Marks]**

QUESTION TWO

Describe 5 elements you would use to assess the effectiveness of ZEGU's website.

[25 Marks]

QUESTION THREE

It is argued that "the adoption of the ZEGU's service chatter is a waste of time." Do you agree?

[25 Marks]

QUESTION FOUR

State and explain how an angry customer is handled.

[25 Marks]

QUESTION FIVE

Briefly define a Call Centre and outline its purpose in an organisation of your choice.

[25Marks]