



**ZIMBABWE EZEKIEL GUTI UNIVERSITY**

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**FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING**

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**DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES**

**EXAMINATION PAPER**

**COURSE CODE** : CMA209  
**COURSE TITLE** : PUBLIC RELATIONS AND CUSTOMER CARE  
**DURATION** : 3 Hours  
**DATE** : 27 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

You are the PR Manager of a shoe manufacturing company. Media reports emerge, alleging that several residents from nearby suburb have been dying from lung cancer as a result of gas emissions from your production plant. Design a strategic PR plan suitable for this situation.[25]

### QUESTION 2

Demonstrate how the public relations process may be implemented effectively to market an offering of your choice. [25]

### QUESTION 3

Define the following terms:

- i. Social media (4)
- ii. Blogging (4)
- iii. Media Relations (4)
- iv. Feedback (4)
- v. In-built credibility (4)
- vi. Communication barrier (5)

### QUESTION 4

- a) Outline briefly how to handle an angry customer [10]
- b) State and explain any 3 types of customer service. [15]

### QUESTION 5

- a) Explain the characteristics that distinguishes a newsroom from other media Houses. [10]
- b) Describe briefly the opportunities presented by social media for targeting specific markets. [15]