



ZIMBABWE

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DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

COURSE CODE : CMA209
COURSE TITLE : PUBLIC RELATIONS AND CUSTOMER CARE
SPECIAL REQUIREMENTS :
DURATION : 3 Hours
LEVEL : 2.2
DATE : 15 NOV 2019

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer any **FOUR (4)** questions.
3. Begin each question on a new page.
4. The number of marks for each question or part question is shown in brackets []

Question 1

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

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

Question 2

Discuss 5 ethics related challenges impending effective implementation of the basic principles and values of public relations. [25marks]

Question 3

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

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

Question 4

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

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

Question 5

Explain any seven roles of government public relations practitioners. [25marks]