



ZIMBABWE EZEKIEL GUTI UNIVERSITY

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FACULTY OF BUSINESS, ECONOMICS & ACCOUNTING

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DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT

EXAMINATION PAPER

**COURSE** : PUBLIC RELATIONS AND CUSTOMER CARE  
**CODE** : CMA 209  
**DURATION** : 3 HOURS  
**LEVEL** : 2.2  
**DATE** : 17 FEB 2022

**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**

Discuss the extent to which each of the following steps in PR process facilitates PR

- a) Diplomacy **[5 Marks]**
  
- b) Environmental scanning **[5 Marks]**
  
- c) Social Media **[5 Marks]**
  
- d) Planning **[5 Marks]**
  
- e) Message design and execution **[5 Marks]**

### **QUESTION TWO**

Describe five (5) elements that could be used to assess the effectiveness of Zegu's website.

**[25 Marks]**

### **QUESTION THREE**

Explain the six (4) steps that should be followed when conducting a risk audit in PR organisations.

**[25Marks]**

### **QUESTION FOUR**

It is argued, "the use of the direct mail is a waste of time." Discuss?

**[25 Marks]**

### **QUESTION FIVE**

Discuss the role and importance of public relations to any organisation of your choice.

**[25Marks]**