



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT

EXAMINATION PAPER

COURSE CODE : CMA 209  
COURSE TITLE : PUBLIC RELATIONS AND CUSTOMER CARE  
SPECIAL REQUIREMENTS : NONE  
DURATION : 3 HOURS  
DATE : 01 JUL 2022

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 ONE**

- a) What is Public Relations **[5 marks]**
- b) Explore the various constituencies to which all Public Relations initiatives are directed to. **[20 Marks]**

### **QUESTION TWO**

Using examples, describe the eight (8) steps taken by the Public Relations Manager in resolving a crisis. **[25 Marks]**

### **QUESTION THREE**

Evaluate the different tools that an organisation can employ to communicate with its employees. **[25 marks]**

### **QUESTION FOUR**

Outline the advantages and disadvantages of using social media as a communication tool in Public Relations. **[25 Marks]**

### **QUESTION FIVE**

Outline the importance of the Know Your Customer (KYC) concept in the management of customer care. **[25 Marks]**

**END OF PAPER**