



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT

EXAMINATION PAPER

COURSE CODE : CMA 223
COURSE TITLE : PUBLIC RELATIONS AND CUSTOMER CARE
DURATION : 3 HOURS
DATE : 30 NOV 2022
SPECIAL REQUIREMENTS : NONE

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer any **FOUR (4)** questions. (Level 1.1 to level 2.2)
3. Answer **QUESTION ONE (1)** and any other **THREE (3)** questions.
(Level 4.1 and 4.2)
4. Begin each question on a new page.
5. The number of marks for each question or part question is shown in brackets []

QUESTION ONE

Design a framework for lobbying with the Registrar against exorbitant meal prices at your university campus. In your plan, detail the critical talking points that would convince the authorities to consider subsidising meals for students. **[25 marks]**

QUESTION TWO

There has been a landslide adoption of social media in Public Relations. However, common is the observation that social media is not a perfect tool in corporate communications. As a Public Relations Specialist, advise The Government of Zimbabwe's Minister of Information and Publicity on the dangers of using social media in managing information and reputation of the country. **[25 Marks]**

QUESTION THREE

Mambos Chicken are well known for controversial, sexually inciteful and subversive marketing messages. Although their tactics have been targeted to stimulate the young adult segment, they have often received backlash in the media and amongst important individuals in Zimbabwe. Against this background, advise the PR manager for Mambos Chicken on the importance of having good media relations. **[25Marks]**

QUESTION FOUR

Effective communication acts as a huge lever in managing organisation harmony. However, most companies are always on the back foot when it comes to maintaining effective communication with their employees. Suggest in detail any five (5) techniques that Midlands State University (MSU) can employ to enhance communication with its staff. **[25 Marks]**

QUESTION FIVE

Assume that you are the Public Relations manager of Scheweppes Zimbabwe and your company has to withdraw 1 000 000 units of Mazoe Orange Crush due to a suspected Salmonella contamination during the manufacturing process. Identify and explain the steps you would take in addressing this crisis. **[25Marks]**

END OF PAPER

15/15 P107