



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 : 18 JAN 2023
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

Using the case of Zimbabwe Broadcasting Corporation (ZBC) in your response, distinguish between public relations and publicity. **[25 Marks]**

QUESTION TWO

Evaluate the different methods of Public Relations research that OK Zimbabwe may adopt to understand their corporate image among Zimbabwean customers. **[25 Marks]**

QUESTION THREE

Most organisations have resorted to adoption of social media in Public Relations. There has been recent social media traffic on the issue of fees hikes at the University of Zimbabwe (UZ). Assess the demerits of using social media as a communication tool for a university like UZ. **[25 Marks]**

QUESTION FOUR

In which ways can CBZ Bank benefit from having an internal Public Relations department as compared to hiring a Public Relations consultant? **[25 Marks]**

QUESTION FIVE

Big corporates have been observed with with massive philanthropic work at the height of Cyclone Idai in Chimanimani and the Tugwi Mukosi floods in Masvingo. Examine the benefits of Corporate Social Responsibility (CSR) in enhancing the corporate image of an organisation like Econet Wireless Zimbabwe. **[25 Marks]**

END OF PAPER

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