



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

DEPARTMENT OF ECONOMICS, MARKETING, AND ENTREPRENEURSHIP

EXAMINATION PAPER

COURSE CODE : CMA223

COURSE TITLE : PUBLIC RELATIONS AND CUSTOMER CARE

SPECIAL REQUIREMENTS : NO SPECIAL REQUIREMENTS

DURATION : 3 HOURS

LEVEL : 2.2

DATE : 08 DEC 2023

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.

QUESTION ONE

Many contemporary scholars identified the importance of the publics of public relations to business organizations. Using examples analyze such importance in relation to an organization of your own choice.

(25 marks)

QUESTION TWO

The diverse nature of the activities and functions of public relations demands that appropriate media and tools be used to communicate to the relevant publics. Discuss such media and tools that can be used by a public relations officer to communicate to the relevant media.

(25 marks)

QUESTION THREE

As a public relations manager of TM Super Market, what various public relations tasks do you assign to subordinates in your department?

(25 marks)

QUESTION FOUR

As a public relations officer explain how an organization can evaluate the effectiveness of a public relations campaign

QUESTION FIVE

Discuss the Josephson Institute for the Advancement of Ethics as identified in universal ethics that an ethical-minded individual would embrace.

(25 marks)

(25 marks)

8/10 PM