



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 : 13 FEB 2024

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

Outline the six principal functions of a public relations department as given by Idemili 1990.

(25 marks)

QUESTION TWO

Explain why it is important to plan a PR campaign in order to create awareness of polio eradication in Zimbabwe.

(25 marks)

QUESTION THREE

As a public relations consultant, you have been requested to deliver a talk to the Rotract Club of FESTAC on “The Dangers of Aids in Society”. Prepare a speech for this purpose.

(25 Marks)

QUESTION FOUR

Employee relations are key to maintaining organizational harmony and employee productivity. Suggest ways that a mining company like Trojan Mine in Bindura can adopt to enhance its relationships with its staff.

[25 marks]

QUESTION FIVE

Effective communication acts as a huge lever in managing organizational 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]