



**ZIMBABWE EZEKIEL GUTI UNIVERSITY**

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**FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS**

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**DEPARTMENT OF ECONOMICS, MARKETING ENTREPRENEURSHIP**

**EXAMINATION PAPER**

**COURSE CODE** : CMA 223  
**COURSE TITLE** : PUBLIC RELATIONS AND CUSTOMER CARE  
**DURATION** : 3 HOURS  
**DATE** :  
**SPECIAL REQUIREMENTS:** NONE      14 JUN 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.
4. The number of marks for each question or part question is shown in brackets [ ]

### QUESTION ONE

Using the case of Zimbabwe Broadcasting Corporation (Z.B.C) in your response distinguish between public relations and publicity [25 marks]

### QUESTION TWO

Evaluate the different methods of Public Relations that Ok Zimbabwe may adopt to understand their corporate image among Zimbabwean customers [25 marks]

### QUESTION THREE

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

### QUESTION FOUR

In which ways can CBZ 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 massive philanthropic work at the height of Cyclone Idai in Chimanimani and Tokwe Mkosi floods in Masvingo. Examine the benefits of Corporate Social Responsibility in enhancing the corporate image of an organisation like Econet Wireless Company [25 marks]

END OF PAPER

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