



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

30 JUL 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**

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 subsidizing meals for students [25 marks]

### **QUESTION TWO**

There has been a landslide adoption of social media adoption in Public Relations. However, the common observation is that social media is not a perfect tool in corporate communications. As Public Relations Specialists, 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 [25marks]

### **QUESTION THREE**

Mambos Chicken is well known for controversial, sexually insightful, 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.

### **QUESTION FIVE**

Assume that you are the Public Relations manager of Schweppes Zimbabwe and your company has to withdraw 100,000 units of Mazoe Orange Crush due to suspected Salmonella contamination during the manufacturing process. Identify and explain the steps you would take in addressing this crisis [25 marks]

**END OF PAPER**