



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT

EXAMINATION PAPER

COURSE : PUBLIC RELATIONS AND CUSTOMER CARE

CODE : CMA 209

DURATION : 3 HOURS

LEVEL : 2.2

DATE : 23 March 2021

Printed

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer **ANYFOUR (4)**
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

Explain the following terms:

- a) Empathy **[5 Marks]**
- b) Customer focus **[5 Marks]**
- c) Customer value **[5 Marks]**
- d) Ambiance **[5 Marks]**
- e) Services Marketing **[5 Marks]**

QUESTION TWO

Outline Nancy Friedman's 7 steps of service recovery. **[25 Marks]**

QUESTION THREE

It is argued that, 'Knowledge Management in Public Relations organisations is a waste of time.' Do you agree?

[25Marks]

QUESTION FOUR

Discuss the merits of 'Know Your Customer' (KYC) in a service industry of your.

[25 Marks]

QUESTION FIVE

Briefly draw up a PR plan for an organization of your choice.

[25Marks]