

# ZIMBABWE EZEKIEL GUTI UNIVERSITY



## DEPARTMENT OF BUSINESS STUDIES

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COURSE: PUBLIC RELATIONS AND CUSTOMER CARE

COURSE CODE: CMA 209

DATE: 2018

DURATION: 3 HOURS

### 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**

Discuss the types of PR media used in public relations marketing.

**(25 Marks)**

### **Question Two**

Write short notes on the following:

- a) Press Luncheon **(5 Marks)**
- b) Annual Report **(5 Marks)**
- c) Lobbying **(5 Marks)**
- d) Ombudsman **(5 Marks)**
- e) Content analysis **(5 Marks)**

**(Total: 25 Marks)**

### **Question Three**

Using the SOLAADS structure, design a press release for Zimbabwe Ezekiel Guti University.

**(25 Marks)**

### **Question Four**

Examine the various ways used to evaluate PR programme effectiveness.

**(25 Marks)**

### **Question Five**

Describe the specific tasks performed by a professional public relations practitioner identified by Daramola (2003).

**(25 Marks)**

**End of paper**