

ZIMBABWE EZEKIEL GUTI UNIVERSITY



DEPARTMENT OF BUSINESS STUDIES

COURSE: PUBLIC RELATIONS AND CUSTOMER CARE

COURSE CODE: CMA209

DURATION: 3 HOURS 14 JUNE 2018

INSTRUCTIONS TO CANDIDATES

1. No cell phones are allowed in the examination venue.
2. Answer ANY FOUR questions
3. Begin each question on a new page.
4. The number of marks allocated to each question or part question is shown in brackets
5. All questions carry twenty five marks

Question 1

- a) What is meant by the term public relations? (3 marks)
- b) Explain the major components of public relations. (22 marks)
- (Total 25 marks)**

Question 2

- a) Research has a vital role in each stage of the public relations process. Discuss. (15 marks)
- b) Using the RACE Model explain why planning is important in public relations. (10 marks)
- (Total 25 marks)**

Question 3

Explain the various medium of public relations which a public relations practitioner can use in order to build mutual understanding between an organisation and its publics. (Total 25 marks)

Question 4

As a public relations practitioner, examine the various ways in which the effectiveness of a specific public relations programme can be evaluated. (Total 25 marks)

Question 5

- a) Explain the ethical issues a public relations practitioner should embrace. (10 marks)
- b) Discuss the major roles of customer care to an organisation of your own choice. (15 marks)
- (Total 25 marks)**

END OF PAPER