

ZIMBABWE EZEKIEL GUTI UNIVERSITY



DEPARTMENT OF BUSINESS STUDIES

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

Explain the types of press release available to an organization.

(25 Marks)

Question Two

a) What do you understand by customer care?

(10 Marks)

b) What are the key areas of responsibility for the Public Relations (PR) department?

(15 Marks)

(Total: 25 Marks)

Question Three

Examine the concept of Marketing Public Relations (MPR).

(25 Marks)

Question Four

Analyse the 4W checklist propounded by Seitel (2001) for preparing speeches.

(25 Marks)

Question Five

Discuss the six reasons for an organization to outsource PR consultancy despite the existence of an internal PR department.

(25 Marks)

End of paper