

BINDURA UNDIIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

MAR 2023

**PROGRAMME: BACHELOR OF COMMERCE HONOURS
DEGREE IN MARKETING**

PUBLIC RELATIONS

BS214

TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Answer any **FOUR** questions.
 2. Start each question on a new page.
 3. Each question carries 25 marks
 4. NO cell phones are allowed in the examination room.
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QUESTION ONE

Discuss using relevant examples, the fourfold specialist tasks of the public relations officer. **[25 MARKS]**

QUESTION TWO

Discuss using relevant examples, the four models of public relations. **[25 MARKS]**

QUESTION THREE

You are public relations officer of a large brewery company in Zimbabwe. Justify any 4 (four) techniques which you can use to demonstrate corporate social responsibility. **[25 MARKS]**

QUESTION FOUR

Justify the importance of maintaining good employee relations. **[25 MARKS]**

QUESTION FIVE

Discuss using relevant examples, any 6 (six) factors which are affecting the corporate image of a city council of your choice. **[25 MARKS]**

QUESTION SIX

Write short notes on the following using relevant examples:

- a) Public policy (7)
- b) Issues management (9)
- c) Lobbying (9)

[25 MARKS]

END OF PAPER