

BINDURA UNDIIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

NOV 2024

**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.
5. Credit will be given for use of relevant examples.

QUESTION ONE

- a) 'Public relations and marketing are one and the same thing'. Comment. (10)
- b) Summarise any six (6) important public relations activities a mining organisation might engage in. (15)

[25 MARKS]

QUESTION TWO

Justify public relations research undertaking for any organisation. **[25 MARKS]**

QUESTION THREE

Recommend with justification a digital public relations strategy to enhance corporate image of an organisation. **[25 MARKS]**

QUESTION FOUR

Summarise any eight (8) factors which you should take into account when designing a crisis management plan for any disaster. **[25 MARKS]**

QUESTION FIVE

'Familiarity breeds content'. Evaluate this statement with reference to organizational sponsorship. **[25 MARKS]**

QUESTION SIX

Explain in practical terms how and why you would organise each of the following media events:

- a) Press conference (5)
- b) Facility visit (5)
- c) Press briefing (5)
- d) Media cocktail (5)
- e) Publicity campaign (5)

[25 MARKS]

THE END