

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

**PROGRAMME: B.COM HONOURS
DEGREE IN MARKETING/B.COM PURCHASING AND SUPPLY**

**PUBLIC RELATIONS /CONTRACT AND RELATIONSHIP MANAGEMENT
BS214 /SCM206**

TIME: 3 HOURS

MAR 2024

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

- a) Define the term 'public relations'. (5)
b) Discuss the fourfold specialist tasks of the public relations manager using relevant examples. (20)
[25 MARKS]

QUESTION TWO

Describe the steps involved in the planning of a public relations campaign with the aid of relevant examples. [25 MARKS]

QUESTION THREE

Describe the advantages and disadvantages of using a public relations consultant at the 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 corporate social responsibility activities. **[25 MARKS]**

QUESTION SIX

Imagine yourself as the public relations manager of the city council. Describe the steps which you would follow to plan a corporate image campaign for your city council. **[25 MARKS]**

END OF PAPER