



**MANICALAND STATE UNIVERSITY
OF
APPLIED SCIENCES**

FACULTY OF AGRIBUSINESS AND COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

PUBLIC RELATIONS

MODULE CODE: MARK 122

SESSIONAL EXAMINATIONS

SEPT/OCT 2021

DURATION: 3 HOURS

EXAMINER: MR F MAKUDZA

INSTRUCTIONS

- 1. Answer all questions in Section A and any three questions in Section B.*
- 2. Section A carries 40 marks whilst Section B carries 60 marks.*
- 3. Total marks 100.*
- 4. Credit will be given for appropriate use of examples.*

SECTION A: COMPULSORY

(Answer all questions in this section. Section A carries 40 marks)

Question 1.

CASE ANALYSIS: Chinese Firm Accused of Rampant Abuse of Zimbabwe Workers

Ceramic tile manufacturing firm based in Norton, Sunny Yi Feng, has clashed with the Zimbabwe Congress of Trade Unions (ZCTU) over claims of workers' rights abuse which involve imposing "slave" punishments for violating work protocols. ZCTU President Peter Mutasa said they visited the company, and documented from the workers, horrible accounts of labour abuses.

"The company is using some chemicals in the manufacture of ceramic tiles and in the process female workers end up collapsing. The company uses a system where it uses forklifts to carry workers who collapse, out of the factory," ZCTU President Peter Mutasa said.

Glen Forest residents are lobbying against the firm which they accuse of polluting the environment through irresponsible operations in the area. However, the company's public relations team has dismissed the allegations, accusing ZCTU of damaging their goodwill.

Source: <https://allafrica.com/view/group/main/main/id/00078399.html> (2021)

Required;

- a) In relation to the case study, write brief notes on the following terms:
- i. Public relations. (2 Marks)
 - ii. Goodwill. (2 Marks)
 - iii. Lobbying. (2 Marks)
- b) Sunny Yi Feng is justified in blaming the ZCTU for exposing its poor employee relations because this is an internal affair. Discuss. (4 Marks)
- c) Discuss the likely effects of the ZCTU sentiments on the success of Sunny Yi Feng business in Zimbabwe. (8 Marks)
- d) It is apparent from the case that Sunny Yi Feng has poor working relations with its community. Suggest logical community relations strategies that the company may use to enhance its relations with the community publics. (10 Marks)
- e) Discuss internal public relations strategies which you feel may help Sunny Yi Feng to improve its employee-employer relations. (12 Marks)

[Total 40 Marks]

SECTION B

(Answer any 3 questions from this section. Each question carries 20 marks)

Question 2

- a) State and explain any three external publics in public relations management.
(9 Marks)
- b) Taking public relations as a strategic tool, discuss what public relations practitioners need to know about each of the three publics explained in (a) above.
(11 Marks)

[Total 20 Marks]

Question 3

Public relations and advertising are just one and the same tools which are aimed at winning the customer's heart. Discuss. **[20 Marks]**

Question 4

You are the public relations and marketing director of Manicaland State University of Applied Sciences (MSUAS). This past night, you came across a social media article which indicated that there was satanism scare at MSUAS and students were dropping dead without any symptoms. The social media article, although false and malicious, attracted the attention of parents. The majority of them are now calling you and some are on their way to pick their students. Parents feel that their children are not safe and feel obliged to take them home for safety reasons.

Apparently, there has never been any satanism issue or death recorded at your institution. The social media post which has caused chaos was just a hoax which was developed by your competitor with the malicious aim of destroying the

reputation of your brand.

Now it is 6 am in the morning, you know that your company's reputation is at stake. You have a busy schedule ahead of you but you know that you have to prioritise the goodwill of your brand before it goes out of hand.

- a) Define crisis management. (2 Marks)
- b) Design a press release which addresses the satanism hoax. The press release is to be published in the print media. (15 Marks)
- c) Identify and justify one press/ newspaper house that you shall send your press statement to for publication. (3 Marks)

[Total 20 Marks]

Question 5

In a meeting, a junior public relations officer claimed that due to environmental uncertainty and volatility, there is no need to have strategic public relations plans as plans can be overtaken by events before they are fully implemented. Your managing director gave a nod agreeing to the reasoning of the junior officer, he then looks at you, as the public relations manager, to offer your comment.

- a) Rationalize the views of the junior public relations officer without compromising the essence of public relations planning in a volatile and uncertain business environment. (5 Marks)
- b) Further to that, apply the six-key-step approach of issues management to help your managing director and junior officer to appreciate the essence of planning for issues in a turbulent business environment. (15 Marks)

[Total Marks 20]

Question 6

You are the newly appointed public relations manager of a large pharmaceutical company which faced criticism over the years for corruption and nepotism. Your vision is to rebuild the lost trust with your publics and to reposition your department favourably as you attract more sales during this Covid-19 pandemic.

Demonstrate how you can apply digital public relations strategies to realise your vision. **[20 Marks]**

END OF EXAM