



# MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

## FACULTY OF AGRIBUSINESS AND COMMERCE

DEPARTMENT: BUSINESS MANAGEMENT

MODULE: PUBLIC RELATIONS

CODE: MARK 122

SESSIONAL EXAMINATIONS

MARCH 2022

DURATION: 3 HOURS

EXAMINER: MS. E. MAFUNDA

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### INSTRUCTIONS

1. Answer *All* questions in Section A
2. Answer *any three* questions in Section B
3. Start a new question on a fresh page
4. Total marks 100
5. Credit will be given for appropriate use of examples

*Additional material(s): None.*

## **SECTION A: COMPULSORY**

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

### **Question 1.**

#### **Doves gives Nyanga family empty coffin, keeps corpse for half a year**

IN a suspected case of ritualism, leading funeral services company, Doves Holdings Zimbabwe, has pulled a shocker after it allegedly gave a Nyanga family an empty coffin, kept the corpse for six months before they “secretly” buried the deceased in a pauper’s funeral it has emerged. The scandal has been unearthed by the Chimwamurombe family, whose relative, the late Maxwell Chimwamurombe was allegedly trashed at Granville Cemetery better known as Mbudzi by the parlour after being kept at its mortuary for six months. The whole time the family was at peace thinking they had given their dearly departed a befitting send-off not even assuming the coffin they buried was empty.

In a letter by Chimwamurombe’s lawyers seen by NewZimbabwe.com, the company has not bothered to admit or apologise over the incident despite acknowledging that “something” went wrong. Wrote the lawyers, “Your organisation presented our clients with a coffin without a corpse for burial. “Your organisation realised three days after the burial that the body was still in the mortuary. Your organisation kept quiet about the body it had from March 2021 to August 2021 (approximately 6 months). Your organisation in a completely bizarre and potentially callous and criminal manner proceeded to conceal evidence by burying our client’s relative without their knowledge and consent with a pauper at Granville cemetery,” the letter reads.

The family said it is reserving the right to sue Doves for causing emotional pain and suffering. It also said this means the funeral has been reopened and are seeking immediate action over the scandal. The case has also been reported to the police, Zimbabwe Anti-Corruption Commission and the Insurance and Pensions Commission and the Zimbabwe Chief's Council for investigations.

The family is suspecting ritualism.

**Required**

- a). As public relations manager of Doves, write a press statement responding to the allegations. The statement will be published in the print media. (15 marks)
- b). Discuss logical implications of the allegations being levelled against Doves. (10 marks)
- c). Advise Doves on how they can avoid such problems. (15 marks)

**[Total Marks: 40]**

## 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 Marks 20]**

### Question 3

Public relations and sales promotions are just one and the same tools which are aimed at winning the customer's heart. Discuss.

**[20 Marks]**

### Question 4

a) Discuss the significance of crisis management plan to any organisation of your choice.

(10 marks)

b) Critically analyse the necessity of various components of a crisis management plan.

(10 marks)

**[Total Marks 20]**

### **Question 5**

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 favorably 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]**

### **Question 6**

Discuss any **six (6)** approaches to community relations which can be implemented by an organisation of your choice. **[20 Marks]**

**END OF EXAMINATION**