



# MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

FACULTY OF AGRIBUSINESS AND APPLIED SOCIAL SCIENCES

DEPARTMENT: APPLIED BUSINESS SCIENCES

MODULE: PUBLIC RELATIONS

CODE: MARK 122

SESSIONAL EXAMINATIONS

APRIL/MAY 2023

DURATION: 3 HOURS

EXAMINER: DR. R. MAPANZURE

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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.*

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## SECTION A: COMPULSORY

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

### Question 1

**Read the following case study and answer the questions that follow**

#### **Roles of Public Relations in an Organization**

Public relations professionals shape an organization's image. They build the brand, spread the organization's message and minimize the effect of negative publicity. At a small company, the Public Relations person may have to handle all the roles cheerleader, media contact person, the deflector of criticism themselves. At larger companies or big Public Relations firms, staffers can have more specialized roles to handle different organizational needs. An organization usually needs its Public Relations team to fill more than one role. Managing relationships and shaping the company's image can generate a lot of goodwill. When a crisis or negative news breaks out, the PR role has to be the minimization of any damage or blowback from the events. Different PR roles call for different skill sets. PR communication technicians have to be good writers. Their talent lies in writing messages with strong imagery and evocative language that steers listeners to the point the organization wants them to reach. These technicians execute the strategy drawn out by the managers.

Article by Fraser Sherman March 2019

Extracted from <https://smallbusiness.chron.com/roles-public-relations-organization-24139>. Accessed on 13/03/23

## **Required**

a) Explain the following terms:

- i. Public relations; (3 marks)
  - ii. Communication and; (3 marks)
  - iii. Corporate Social Responsibility (4 marks)
- b) With reference to the above case study, describe the roles of a public relations department in an organization (10 marks)
- c) Discuss the challenges faced by Public Relations Departments in execution of their organizational mandates. (10 marks)

**[Total Marks: 40]**

## **SECTION B**

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

### **Question 2**

Illustrate with tangible examples the major components of public relations

**[20 marks]**

### **Question 3**

Outline any 5(five) strategic importance of public relations with reference to any business organisation of your choice.

**[20 Marks]**

### **Question 4**

Assess the different ways in which public relations differs from journalism

**[20Marks]**

### **Question 5**

‘An organisation should demonstrate its corporate citizenship through corporate social responsibility within the surrounding local community’ With reference to this assertion, discuss the major benefits of undertaking corporate social responsibility by an organisation such as Manicaland State University of Applied Sciences.

**[20 marks]**

### **Question 6**

- a. Using examples, explain how crisis management is applied in public relations.  
(10 Marks)
- b. With reference to crisis management in public relations, provide a checklist for communicating in a crisis  
(10 Marks)

**[Total: 20 Marks]**

**END OF EXAMINATION**