



**FACULTY OF BUSINESS SCIENCES AND MANAGEMENT**

**DEPARTMENT OF MARKETING**

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**BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING**

**PUBLIC RELATIONS [BMA 2201]**

**FINAL EXAMINATION**

**APRIL 2024**

**DURATION: 3 HOURS**

**INSTRUCTIONS**

1. Answer **QUESTION ONE (Compulsory)** and any other **THREE questions**.
2. Each question carries 25 marks.
3. Begin each question on a new page.
4. Please indicate the study mode (Conventional/Block) on the cover of your answer script.

**INFORMATION**

1. Marks per question are as indicated.
2. Questions may be attempted in any order.
3. This paper consists of three printed pages including the cover page

## **QUESTION 1 (Compulsory)**

### **EARTH MONTH**

With about 300 thousand customers each day in 100 locations around the country, Chicken Inn easily can be called an industry leader. Thus when it recognized its own vulnerability and turned its attention to an environment problem, the potential impact was huge. Chicken Inn research showed that the environment is the top social concern to its customers internationally and that customers in general are more supportive of companies that practice good environmental policies. It also recognized an opportunity, because Chicken Inn itself was damaging the environment by using millions of non-biodegradable disposable Food packaging every day.

Recognizing a silver lining by correcting its own problem, Chicken Inn turned to its public relations people. They created “Earth Month,” a diversified campaign among employees and customers to encourage the use of reusable packaging. They obtained the endorsement of celebrities and environmental organizations, and engaged reporters and bloggers. The public relations strategy began with in-store promotion with half price meals for customers with reusable packaging was launched in Harare, Bulawayo, Gweru, Mutare and Masvingo venues. The company produced a national responsibility report highlighting Chicken Inn’ commitment to environmental issues. Chicken Inn also convened meetings of suppliers, manufacturers, academics, even competitors to work toward common acceptance of reusable cups.

The program was successful, with 15000 customers participating in the opening promotion and 1000 pledging to always use reusable containers. The public relations plan generated much favorable publicity for both Chicken Inn and the recycling cause—more than 15 local broadcast stories and 20 national reports, with 12 national print stories. The program also increased positive consumer attitudes from 57 percent to 80 percent for Chicken Inn’ environment responsibility. In retrospect, Chicken Inn said it should have used social media more, something it added to its ongoing promotion of reusable packaging.

- (a) Identify and explain the major publics revealed in the case above (10 marks)
- (b) Examine how chicken Inn used the various communication tools to engage with its publics on the use of disposable food containers (15 marks)

## **QUESTION 2**

- (a) Explain any five roles of public relations in an organization (15 marks)
- (b) Giving relevant examples, assess any five functions of public relations to an organisation of your choice. (10 marks)

### **QUESTION 3**

- (a) Using practical examples, distinguish between:
- (i) Public Relations and Advertising. (10 marks)
  - (ii) Public Relations and Propaganda (10 marks)
- (b) Illustrate and explain the Public Relations transfer process (5 marks)

### **QUESTION 4**

Identify and explain any five (5) the functions of Public Relations giving relevant examples. (25 marks)

### **QUESTION 5**

A poorly written press release may land in the dustbin. As a Public Relations practitioner, examine this statement focusing on writing a professional press release. (25 marks)

### **QUESTION 6**

You have been appointed the Public Relations Officer for Greyhound Coaches. One of your coaches was involved in a fatal accident at Christmas Pass in the Eastern Highlands, examine the steps you need to follow in handling the crisis. (25 marks)