



FACULTY OF BUSINESS SCIENCES AND MANAGEMENT

DEPARTMENT OF MARKETING

BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

FINAL EXAMINATION

PUBLIC RELATIONS [BMA2201]

NOVEMBER 2024

DURATION: 3 HOURS

INSTRUCTIONS

1. Answer **ALL** QUESTIONS in Section A (40 marks)
2. Answer any **THREE** (3) questions in Section B
3. Each question in section B carries 20 marks
4. Begin each question on a fresh page.
5. Credit will be given for logical, systematic and neat presentations.

INFORMATION

1. Marks per question are as indicated.
2. Questions may be attempted in any order.

This paper consists of 4 printed pages including the cover page

SECTION A (COMPULSORY)

Read the following extract and answer the questions that follow:

The Zimbabwe Broadcasting Corporation (ZBC) sexual harrassments and abuse saga, which some media outlets have dubbed the ‘ZBC Sexgate Scandal’, has dragged in three more senior management staff after the initial Robson Mhandu case. This comes amid calls to end sexual abuse in the news rooms, and a local women’s anti-corruption Non-governmental Organisation (NGO) has called for independent investigations into the saga and the need for protection of victims.

Popular ZBC Power FM Disk Jokey, Scott Matengambiri, popularly known as DJ Scott, ZBC News Bulletins Manager Effort Magoso and ZBC Director of News and Current Affairs Albert Chekayi have all been implicated in the sexgate; said to be in the habit of sexually harrassing and abusing junior female employees at the state run media outlet. The three have been exposed following the initial Robson Mhandu case where he was recorded demanding sex from a female junior employee in order for him to approve her transfer from Bulawayo to the Capital City, Harare.

Zimbabwe Women Against Corruption Trust (ZWACT) has weighed in on the saga saying there is need for independent investigations into the sexual extortion cases, and protection of victims. In a statement, ZWACT says sexual extortion, or ‘sextortion’, is a gendered form of corruption in nature. “Zimbabwe Women Against Corruption Trust is deeply concerned with the alleged case of sexual extortion at Zimbabwe Broadcasting Cooperation ZBC which has been reported in the media. “The case is just an eye opener of the reality being faced by female journalists including other women in different workplaces. “Sexual extortion or sextortion is a gendered form of corruption where someone in position of power extorts sexual favours from a junior employee in exchange for opportunities. This form of corruption is so common in the workplaces yet underreported,” it says. The organisation further says clear and gender sensitive reporting mechanisms in most workplaces stops women from reporting perpetrators in fear of victimization or losing their jobs. It says they are also closely monitoring the saga which comes at a time when the media and other stakeholders are pushing to expose such mal-practices in the sector.

“We are closely following the case with much interest as this has come at a time when we recently convened a two day workshop in collaboration with our partners on gender, corruption and whistleblowing which was attended by female journalists and representatives of women

from various sectors. “The female journalists shared heart-breaking personal experiences in the newsrooms and highlighted how difficult it is to report due to lack of supporting systems,” says ZWACT.

Comprehensive whistle blower protection laws and the presence of sexual harassment policies at workplaces are needed to curb sexual harassments and extortion at work places, the organisation says. It calls for independent investigations to protect victims and give them confidence to speak out, in the process ensuring justice is served. “We also recommend that Zimbabwe Broadcasting Corporation should employ an independent investigating firm to thoroughly investigate this case as well as create a safe platform for other victims to speak out,” says ZWACT.

Civil Society Organizations were also called upon to invest in providing support to women whistle-blowers and victims of sexual harassment and sextortion, such as legal, psychological or evacuation if victims are in danger, but most of all, female journalists should strengthen and support each other during difficult times.

Source: <https://hericommedia.com/> Accessed 20 September 2024

QUESTION 1

- i. Discuss the impact of the ZBC Sexgate Scandal on the public image of Zimbabwe Broadcasting Corporation (ZBC). (20 Marks)
- ii. After a major sexual harassment scandal, how can ZBC rebuild its organizational culture to prioritize ethics, gender equality, and employee well-being. (20 Marks)

SECTION B

QUESTION 2

With the aid of relevant examples, discuss any (4) four public relations campaigns used by public relations campaigners. (20 Marks)

QUESTION 3

- i. Discuss any five (5) principles of public relations. (10 Marks)
- ii. Explain how each principle of public relations mentioned above enhances the effective implementation of a PR program. (20 Marks)

QUESTION 4

With examples from an organisation of your choice, outline the following:

- i. Importance of internal public relations to the organisation. (10 Marks)
- ii. Requirements for an effective PR. (10 Marks)

QUESTION 5

Discuss the impact of social media on the contemporary PR programs. **(20 Marks)**

THE END