**FACULTY OF NATURAL RESOURCES MANAGEMENT AND AGRICULTURE**

**DEPARTMENT OF MARKETING**

**BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING**

**PUBLIC RELATIONS [BMA 2201]**

**SUPPLEMENTARY EXAMINATION PAPER**

**AUGUST 2026**

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.

**INFORMATION**

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

**QUESTION 1 Case Study: (Compulsory)**
Read the following case and answer questions that follow.
**The 300-Kilometre Apology**

In early 2026, George Van Deventer, a South African travel blogger and influencer with a large following, posted a video on his Facebook page, 'Trans Africa Self Drive Adventures and Tours'. In the video, he detailed a deeply frustrating encounter with the Zimbabwe Republic Police in Chipinge. Van Deventer and his group, frequent visitors to Zimbabwe, were pulled over at a roadblock. Despite having most of the required safety gear, they were fined US$30 each for not having four reflective triangles per vehicle—a regulation they were unaware of. Van Deventer felt they were unfairly targeted as tourists while local vehicles were waved through. He also alleged that officers were unprofessional, provided conflicting names, and threatened to arrest a member of his group for taking a photo.

The video quickly went viral, shared by prominent Zimbabwean journalists and amassing hundreds of thousands of views. The comments section was flooded with negative sentiment, with many users recounting their own poor experiences and warning others against travelling to Zimbabwe. The incident threatened to undo years of work by the Zimbabwean authorities to shed their reputation for police harassment and rebuild the country's tourism image. The narrative was spiralling out of control, painting a picture of a country still stuck in its problematic past.

However, less than two hours after the video was posted, the trajectory of the crisis changed dramatically. Barbara Rwodzi, Zimbabwe's Minister of Tourism and Hospitality Industry, personally phoned Van Deventer. She offered a sincere and unequivocal apology for his experience. Later that same day, the Minister of Home Affairs, who has oversight of the police, also called to get the full details and assured him the matter would be investigated.

The most powerful gesture was yet to come. The following day, Minister Rwodzi drove over 300 kilometres from the capital, Harare, to Chimanimani to meet Van Deventer and his group in person. She arrived without a large entourage or "blue lights," a move that deeply impressed the influencer. This act of genuine humility and accountability transformed a critic into a champion. Van Deventer subsequently posted follow-up videos and gave interviews praising the Ministers' intervention, calling Zimbabwe an "unbelievable gem" and urging his substantial audience to "pack your bags and come to Zimbabwe." What began as a public relations disaster was turned into a compelling story of a country that listens, cares, and is serious about its tourists.

**Required:**

a) Identify and explain the key stages of the crisis as it unfolded, from the initial problem to the final outcome. Use the specific details from the case study to support your answer.
(8 marks)

b) Analyse the communication strategies and actions taken by Minister Barbara Rwodzi. Evaluate why they were so effective in resolving the crisis and winning back a critic.
(9 marks)

c) This incident could have caused long-term reputational damage to Zimbabwe's tourism sector. Discuss the broader public relations lessons that other Zimbabwean organisations can learn from this case study regarding crisis management. (8 marks)

**QUESTION 2**

(a) Explain any five (5) roles of public relations in an organization (15 marks)

(b) Giving relevant examples, assess any five (5) functions of public relations to an organisation of your choice. (10 marks)

**QUESTION 3**

(a) Using practical examples, distinguish between internal and external publics. (10 marks)

(b) Explain the application of the public relations transfer process to an organisation of your choice. (15 marks)

**QUESTION 4**

a) Justify any five (5) reasons for engaging a public relations agency. (15 marks)

b) Differentiate between media specific from non-media specific tools (10 marks)

**QUESTION 5**

a) Analyse any five (5) roles of ethics in public relations. (15 marks)

b) You are preparing a presentation for investors. Identify and describe three (3**)** different types of visual aids you could use to make the presentation more effective. (10 marks)

**QUESTION 6**

a) Justify any three (3) reasons why research is important before launching a public relations campaign (15 marks)

b) Briefly explain the steps to be followed when confronted with a crisis in an organisation (10 marks)

**END OF EXAMINATION**