



FACULTY OF BUSINESS SCIENCES AND MANAGEMENT

DEPARTMENT OF MARKETING

BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

PUBLIC RELATIONS [BMA 2201]

FINAL EXAMINATION

JUNE 2025

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 two printed pages including the cover page

QUESTION 1 (COMPULSORY)

BP CASE STUDY

On the 20th of April 2010, an explosion and a huge fire were declared in the oil rig Deepwater Horizon. This accident was considered as the largest maritime disaster oil spill in the US history because, aside from the death of eleven crews, its economic and environmental impacts were considerable. Furthermore, the BP financial damages caused by this accident were particularly considerable. In the London Stock Exchange, the company shares loosed on June 25, 2010 nearly 7% and fell to its lowest level for 14 years, while 50% of the its market capitalization was lost on early July 2010. The company's reputation has also dramatically collapsed particularly in the U.S.A. Before the completion of sealing of the oil well, as the spill has progressed without a resolution, BP was awarded the grade the lowest grade E, in the Covalence multinationals reputation ranking. The PR Week/One Poll's survey conducted about one month after the accident showed that the public feels that BP has not done enough to stop the leak.

One year after the Deepwater Horizon oil spill, the 12th Annual Harris Interactive U.S. Reputation Quotient (RQ) Survey revealed that BP was second from last with a score of 49.82 and that BP was still perceived by Americans as one of the companies with the worst corporate reputation (Harris Interactive, 2011). BP was also facing, by mid-June 2010, remarkable calls for boycott of its products by a Facebook group called —Boycott BP and numbering about 640,000 fans. Also, a fake BP Twitter account called @BPGlobalPR was made by an anonymous activist and started sending out messages about the Gulf oil spill to Twitter.

By the end of May 2010, @BPGlobalPR had 190,035 followers while the BP account (@BP_America) had only 18, 826 followers. At last, BP was facing thousands claims and lawsuits from many actors such as fishers, hotels, restaurants as well as NGOs like the Animal Welfare Institute (AWI) and other animal protection and conservation organizations. To deal with the spill oil as well as the reputation and financial losses, BP mobilized substantial means and expended a great deal of effort, but crisis experts' opinions differed on whether BP has successfully or unsuccessfully managed this crisis.

Source ; Mohamed M, Business Management and Strategy, Crisis Management: Lessons Learnt from the BP Deepwater Horizon Spill Oil

- a. Examine the key points that BP should have considered immediately after the crisis. (10 marks)
- b. Advice BP on how they could have better managed this crisis. (15 marks)

QUESTION 2

(a) Using practical examples, distinguish between:

- (i) Public Relations and Marketing. (5 marks)
- (ii) Public Relations and Publicity (5 marks)
- (iii) Public Relations and propaganda (5 marks)
- (iv) Public Relations and advertising (5 marks)
- (v) Public Relations and Press agency (5 marks)

QUESTION 3

Using practical examples, discuss the different methods that a company can use to communicate with its key stakeholders, highlighting scenarios to support your argument. (25 marks)

QUESTION 4

Using an organisation of your choice in Zimbabwe, outline the main Public Relations activities at their disposal. (25 marks)

QUESTION 5

- a. Define research (2 marks)
- b. Outline the importance of research in Public Relations (8 marks)
- c. Explain the different types of research that can be used by Public Relations practitioners. (15 marks)

QUESTION 6

Using relevant examples ,discuss the following terms as they are applied in PR.

- a. Press release (5 marks)
- b. Press conference (5 marks)
- c. Media party (5 marks)
- d. Facility visits (5 marks)
- e. Media relations (5 marks)

END OF EXAM