



DEGREE
JULY - DECEMBER

SESSIONAL EXAMINATION
PR 231 - Public Relations and Customer Care

BOTSWANA COLLEGE OF DISTANCE AND OPEN LEARNING

In collaboration with

ZIMBABWE OPEN UNIVERSITY

BACHELOR OF COMMERCE

HUMAN RESOURCE MANAGEMENT and INDUSTRIAL RELATIONS

PUBLIC RELATIONS AND CUSTOMER CARE

PR 231

SESSIONAL EXAMINATION

Marks – 100

TIME ALLOWED 3 HOURS

Instructions to candidates:

1. The examination consists of **Four** sections: A, B, C and D
2. Begin each answer to a new question on a new page
3. Answer questions according to instructions given in each section
4. Write answers in the answer booklet provided
5. Write legibly in grammatical English.



SECTION A - MULTIPLE CHOICE QUESTIONS

[25 MARKS]

Answer ALL questions. Each question carries ONE (1) mark

Choose the best alternative answer.

1. _____ is not the role of public relations.
 - A. Maintain favourable opinions of an organisation
 - B. Minimise misunderstanding and managing conflict and issues
 - C. Inform the publics about the organisation's products and services
 - D. Build positive relationships and goodwill.
2. Individuals or groups who are affected by an organisation's behavior are referred to as _____.
 - A. Audiences
 - B. Stakeholders
 - C. Shareholders
 - D. Publics
3. Attracting media coverage is the primary aim of which communication model?
 - A. Two – way asymmetrical model
 - B. Press agent/ publicity model
 - C. Two-way symmetrical model
 - D. Public information model
4. Public relation issue is defined as _____.
 - A. Something that places the company in the spotlight
 - B. Something longstanding or predictable that impacts on an industry or product category
 - C. Something that an organisation cannot usually predict in the normal course of business.
 - D. Something that immediately disrupts the normal business flow of an organisation.



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5. According to Hunt and Gruing (2004) _____ is not a step in the strategic management of public relations.
- A. Anticipate issues and manage the organisation's response to them.
 - B. Develop objectives.
 - C. Create an advertising plan.
 - D. Implement programs and campaigns.
6. According to _____ there is need for the setting up of public relations team responsible for handling crisis that might occur anytime in the organisation.
- A. Johnston (2000)
 - B. Jefkins (1998)
 - C. Appleby (2005)
 - D. Skinner (2012)
7. Investment in local communities and sponsorship of environmental rejuvenation programs by a mining company are evidence of _____.
- A. Community relations.
 - B. Public relations.
 - C. All of the above
 - D. A commitment to corporate social responsibility
8. A hazardous chemical leak would be an example of _____.
- A. A crisis
 - B. A drama
 - C. An Issue
 - D. An event
9. Which of the following is not public relations' role, functions and responsibilities?
- A. Event management.
 - B. Media relations and media management.
 - C. Liaison within and outside the organisation.
 - D. Marketing of organisational products.



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10. Which of the following media strategies would be most appropriate for maintaining regular communication with an organisation's stakeholders?
- A. An interview
 - B. Blogging
 - C. A news conference
 - D. A media release
11. In the public relations field, what is the most common threat to a client- firm relationship?
- A. Client's questions about costs.
 - B. Resistance to outside advice.
 - C. Superficial grasp of the clients' unique problems.
 - D. Personality conflicts.
12. A Botswana flag is an example of a _____.
- A. Stereotype.
 - B. Semantic device.
 - C. Symbol.
 - D. Message.
13. The process of identifying publics who are involved and affected by a situation central to an organisation is called a(n) _____.
- A. Exploratory survey
 - B. Situation interview
 - C. Communication audit
 - D. Stakeholder analysis
14. In recent years social media has had a major impact on the practice of public relations. In which of the following areas has the impact been greatest and experienced most immediately?
- A. Politics
 - B. Retail business



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- C. Automotive sales
 - D. Nonprofits
15. Which of the following is not among the six stage of planning model?
- A. Situation Analysis.
 - B. Definition of Objectives
 - C. The Budget
 - D. Sales figures
16. _____ form part of PR budget.
- A. Travel
 - B. Office overheads
 - C. Advertising
 - D. Media
17. _____ are part of PRO tasks at the exhibition.
- A. EXPOs
 - B. Press release
 - C. Ad hoc research
 - D. Product testing
18. Another name for piggyback survey is _____.
- A. Image studies
 - B. Dealer Audits
 - C. Omnibus approach
 - D. Consumer panels
19. Water Utilities Corporation is building a plant in the Mmakanke. Your employer ask you to give a series of talks about the plant and future operations. You therefore visit the plant several hours before you are due to give speech that has been prepared by your immediate supervisor. During the tour of the Mmakanke plant, you discovered that several claims in the speech are not true. What will you do?
- A. Write and deliver a new speech that you is entirely correct.



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- B. Cancel all speeches until you and your supervisor can get the information straight.
 - C. Deliver the speech as prepared and discuss the inaccuracies with your supervisor afterwards.
 - D. Address the inaccuracies with your supervisor immediately and make the necessary corrections before giving the speech.
20. Public relations is concerned with _____.
- A. Promoting a business's products and service.
 - B. Promoting the leaders of the business to the community.
 - C. Promoting the best employees
 - D. Promoting the business as a whole.
21. Five steps of an effective PR strategy are _____.
- A. Set objectives, develop action plan, calculate a budget, implement a plan and evaluate the outcome.
 - B. Assess the current image, develop a desired image, implement the new/revised image, evaluate the perception, adjust the plan accordingly.
 - C. Meet the public, be friendly, persuade the public, provide sponsorship and end the relationship.
 - D. Media releases, interview, special events sponsorship and offering monetary incentives to would be decision makers.
22. In Maslow's hierarchy of needs which of the following needs is the most fundamental for survival?
- A. Physiological.
 - B. Self-Actualisation.
 - C. Social.
 - D. Security.
23. Which of these are common factors for public relations practitioners to consider during a crisis?
- A. Main characteristics are to be expected, adequate response time, long-term focus.



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- B. Most people think that companies are telling the truth in a crisis.
 - C. How the company behaves influences public reaction and perception.
 - D. The public accepts that the truth can suffer sometimes in a crisis.
24. Sponsorship is essentially a ____ communication tool.
- A. Secondary
 - B. Tertiary
 - C. Primary
 - D. All of the above
25. Which of the following is incorrect? Sponsorship can _____.
- A. Make an interesting association for the audience.
 - B. Make immediate sales.
 - C. Provide sponsors an opportunity to blend all the tools of the promotional mix.
 - D. Carry simple awareness based messages.



SECTION B-TRUE/ FALSE QUESTIONS. [15 MARKS]

Answer all questions from this section.

State whether each of the following statement is TRUE or FALSE.

1. Public relations requires the purchase of media.
2. One of the secondary goals of sponsorship can be to support dealers and intermediaries.
3. Press includes circulation of newspapers and magazines
4. Total involvement from staff is part of total quality management (TQM).
5. Libel is law that, affect public relations practitioners.
6. During a crisis, it is important to discuss community service projects that your organisation has established. This improves public opinion at a crucial time.
7. Key messages are talking points that are one – or- two sentences summaries used to remind the spokesperson of the messages that must get across to the public.
8. Reporters typically use trick question as a means to harass interviewees.
9. Legal and Public Relations counsel often disagree on the approach the organisation should take when talking to the media and various publics.
10. A balance between public relations and the law should, as much as possible be determined during the crisis.
11. Fighting and dispelling rumors is an important task in crisis control and crisis communication.
12. The public, but not the media are entitled to have the facts about a crisis.
13. PR practitioners deals with the editorial department.
14. Shareholders form part of the money market.
15. Brokers do not form part of the distributors in public relations.



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SECTION C- SHORT ANSWER QUESTIONS. [10 marks]

Answer any all questions in this section.

Distinguish between public relations, marketing and advertising.



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SECTION D Essay- type questions. [50 marks]

There are three (3) questions in this section. Answer any two questions.

QUESTION 1

Distinguish between corporate advertising and brand advertising and summarise their contribution to the overall success of a company marketing efforts. **(25 marks)**

QUESTION 2

During the last four months your organisation has been the subject of great media attention. The chief executive called you to attend and address a board meeting on the reasons why the organisation is targeted by the media. Make notes for your presentation to include;

- a) Definition of press relations **(2 marks)**
- b) The pattern of working with media **(8 marks)**
- c) The importance of good press relations **(7 marks)**
- d) Classification of media **(6 marks)**

QUESTION 3

Public relations is more than managing the flow of information between an organisation and its publics. It is a communications discipline that engages and informs key audiences, builds important relationships and brings vital information back into an organisation for analysis and action. It has real, measurable impact on the achievement of strategic organisational goals.

In that line discuss the major responsibilities of a Public Relations Manager. **(25 marks)**

END OF THE EXAMINATION PAPER