



**DEGREE-
JULY – DECEMBER**

**SPECIAL EXAMINATION
PR231- Public Relations And Customer Care**

BOTSWANA COLLEGE OF DISTANCE AND OPEN LEARNING

**In collaboration with
ZIMBABWE OPEN UNIVERSITY**

BACHELOR OF COMMERCE

HUMAN RESOURCE MANAGEMENT & INDUSTRIAL RELATIONS

PUBLIC RELATIONS AND CUSTOMER CARE

PR 231

SPECIAL EXAMINATION

Marks – 100

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 answer from the alternatives

1. Which of the following is the definition of Public Relations?
 - a. The relationship that exist between the employer and the employees.
 - b. A management function that helps establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organisation and its publics.
 - c. It is a two-way communication between the organisation and the public to establish a relationship.
 - d. It is a means of getting your services or products out there to the public.

2. The following are the key words to remember when defining public relations except _____.
 - a. Deliberate
 - b. Management
 - c. Beneficial
 - d. Two-way communication

3. The following are not the components of public relations except _____.
 - a. Developing/fundraising
 - b. Operations
 - c. Organisations' interest
 - d. Motivation of employees

4. A public relations practitioner refers to a professional person in the _____.
 - a. Advertising industry with relevant qualifications



- b. Public administration thus one with relevant qualification and experience in the field
 - c. Cooperate world with public relations qualification and no experience.
 - d. Public Relations, thus, with relevant qualifications and experience in the PR field.
5. Community relations can be managed within _____.
- a. Marketing department
 - b. Human resources department
 - c. Labour relations department
 - d. Public relations department
6. In which of the following way can an organisation apply its resources?
- a. As a result of careful examination of organisation's objectives to see which community activities should be supported
 - b. When the manager has a personal crisis.
 - c. When an employee is quitting their job
 - d. When there is an investor
7. _____ is the overall aim of public relations practice.
- a. To sell the services of the organisation.
 - b. To build good internal communication strategies.
 - c. To transform the behaviour of groups of people towards an organisation into a favourable one.
 - d. To make management effective.
8. Investor relations practice is concerned with the following except _____.
- a. The value of the shares



- b. Lines of communication to investors and the advice and information provided to investors by the organisation itself by investment analysts and by the financial press
 - c. Investors and their perceptions
 - d. Developing senior management knowledge of the plans that have been made.
9. According to the text, the primary activities of PR practitioners include _____.
- a. Advertising, counseling, and fundraising
 - b. Writing, speaking, and organizing
 - c. Research, counseling, and communication
 - d. All of the above
10. A publicity stunt is an example of which public relations strategy?
- a. Community
 - b. Lobbying
 - c. Crisis management
 - d. News management
11. One type of community relations' strategy is _____.
- a. Corporate aid
 - b. News leaks
 - c. Embedding journalists
 - d. Political announcements
12. Public relations people who use video news releases take advantage of the fact that _____.
- a. Many news organisations don't review them before broadcasting
 - b. The reporters hired to make them have many industry contacts
 - c. They can cover stories some local news operations aren't able to



- d. Their production values may be better than those of local stations
13. What is the major advantage of organisational publications?
- Their ability to provide a revenue source for sponsoring organisations
 - Their ability to deliver specific, detailed information to narrowly defined target publics
 - Their ability to avoid the problems typically associated with two-way media
 - Their ability to give sponsoring organisations a means of uncontrolled communications
14. What should a practitioner do if he does not know the answer to a reporter's question?
- Give the reporter other information he is certain is correct.
 - Say that the information is "off the record" and will be disseminated later.
 - Say "I don't know" and promise to provide the information later.
 - Say "no comment," rather than look like he doesn't know.
15. The "internal factors" portion of the situation analysis often includes _____.
- A communication audit
 - strategy suggestions
 - Community focus groups
 - a listing of media contacts
16. What is the primary public relations activity in financial relations, often requiring half of the staff's time for up to six months a year?
- Measuring opinions toward the company among investors
 - Producing the annual report
 - Making arrangements and preparing materials for financial meetings
 - Writing and disseminating financial news releases



17. What is the primary job of government public relations practitioners today?
- To ensure active cooperation in government programs
 - To foster citizen support for established policies
 - To provide appropriate propaganda to ensure maintenance of power
 - To ensure the constant flow of information to citizens
18. Which of the following best describes the primary task(s) of public relations that are common to all nonprofit organisations?
- Promoting public service and building public trust
 - Lobbying the government for increased funding
 - Identifying the weak areas of community support
 - Justifying the cost of fund-raising efforts
19. The _____ is considered by many practitioners to be the most important corporate communication document produced by an organisation.
- Weekly news
 - Annual report
 - House journals
 - Financial report
20. To whom does the public relations manager report?
- Marketing manager
 - Production manager
 - Chief Executive Officer
 - Assistant Chief Executive Officer
21. Which one of the following is not one of the advantages of an in-house public relations department?
- A full time service to the whole organisation
 - Knowledge of industry, trade or subject
 - Not independent
 - It is more economical in terms of resources



22. Attending functions when necessary or invited meetings of the board of directors and as appropriate, meeting of executives of the advertising, sales, marketing, finance, production and other departments is the duty of _____ department.
- Human resource
 - Marketing
 - Accounting
 - Public Relations
23. The best way to penetrate the radio market is to _____.
- Appeal to the predominately conservative viewpoints of talk radio hosts.
 - Present a message that is timeless (so as not to risk the subject becoming "stale") and general enough to fit any region or talk show theme.
 - Offer a strong, focused message that is localized and timely, presented by spokespeople who radiate enthusiasm and goodwill.
 - Offer a strong, focused message that is localized and timely, and that avoids any unpleasant controversy.
24. When preparing for a television interview, you should _____.
- Know the main points you want to make.
 - Find out who the reporter is, as well as what he or she believes.
 - Rehearse answering tough hypothetical questions.
 - All of these answers.
25. Which of the following features distinguishes talk radio from other media?
- Interactivity
 - Use of visuals
 - Low cost
 - Immediacy or timeliness



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

Answer all questions from this section.

State whether each of the following is True or False.

1. Public relations professionals do not work as hard as journalist.
2. “I am sorry you were offended by my remarks” is an often-used example of non-apology apology.
3. Managing the news means putting a spin on your news release.
4. Since Public relations is all about promoting image, ethical practices are not as important in Public relations as they are in news reporting.
5. Cherry picking is the technique of selecting the most important facts to support your argument.
6. A public relation tries to seduce you with appealing images, catchy music, clever phrases and vague concepts.
7. Public relations is much more expensive than advertising.
8. Public relations is usually aimed at specific target: journalist decision-makers etc.
9. People tend to distrust or ignore what they see and hear in advertising
10. Public relations practitioners depend heavily upon journalists for news coverage.
11. Public relations practitioners control all information that goes into news stories.
12. Public relations practitioners need to use marketing research so as to monitor the internal and external environmental factors of their business.
13. The best media for reaching teenagers are magazine and cinema ads.
14. Non- personal communication channels carry messages without personal contact or feedback.
15. You are “bridging” when you use vague, but emotionally- appealing abstractions.



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SECTION C- SHORT ANSWER QUESTIONS. [10 marks]

Answer any all questions in this section.

- a) Distinguish between market research and marketing research. **(6 marks)**
- b) What do you understand by money market as major organisation Publics **(4 marks)**



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SECTION D- ESSAY-TYPE QUESTIONS. [50 Marks]

Answer any two questions from this section.

QUESTION 1 [25 MARKS]

Rorisang Works Pty Ltd employees are up in arms for getting to know of the company's takeover by another Company over the local radio station news.

- (a) Explain five functions, which the PR manager should perform to improve employee management relationships. **(10 marks)**
- (b) What is the significance of each letter in the 'SOLAADS' acronym? **(14 marks)**
- (c) Define hostile takeover? **(1 mark)**

QUESTION 2 [25 MARKS]

- (a) What do you understand by crisis management in public relations? **(4 marks)**
- (b) Why is a crisis management team necessary? **(1 marks)**
- (c) Discuss the steps in planning for defence against the company's hostile takeover. **(20 marks)**

QUESTION 3 [25 MARKS]

Evaluate Total quality management as an aspect of public relations. **(25 marks)**

END OF EXAMINATION PAPER