



ZIMBABWE

MINISTRY OF HIGHER AND TERTIARY EDUCATION

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

HUMAN RESOURCES MANAGEMENT AND SECRETARIAL STUDIES

SUBJECT: Public Relations

PAPER NO: 526/S03

NOVEMBER 2011 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

Answer five (5) questions ONLY

This paper consists of 2 printed pages.

QUESTION 1

Critically analyse any ten duties performed by a Public Relations manager and his staff in a company.

(20 marks)

QUESTION 2

Define and briefly explain each of the following:

- | | | |
|-----|------------------|-----------|
| (a) | press reception | (5 marks) |
| (b) | press conference | (5 marks) |
| (c) | facility visit | (5 marks) |
| (d) | media relations | (5 marks) |

QUESTION 3

- | | | |
|-----|---|------------|
| (a) | Explain why companies engage in sponsorship. | (8 marks) |
| (b) | Identify and explain any four (4) areas in which a company can engage in sponsorship. | (12 marks) |

QUESTION 4

Discuss in detail the role of a public relations manager employed by the city of Mutare.

(20 marks)

QUESTION 5

Justify ways in which public the relations function can be used to support the marketing function in a company.

(20 marks)

QUESTION 6

Outline and explain the advantages and disadvantages of using the following tools in public relations;

- | | | |
|-----|-------------|-----------|
| (a) | exhibitions | (5 marks) |
| (b) | radio | (5 marks) |
| (c) | television | (5 marks) |
| (d) | print media | (5 marks) |

QUESTION 7

Discuss in detail, giving examples, the elements of public relations plans.

(20 marks)

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