



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

**BACHELOR OF COMMERCE HONOURS DEGREE IN
PUBLIC ADMINISTRATION**

PUBLIC SECTOR MARKETING PRACTICES

HPAD 209

PART 2 SEMESTER 2 EXAMINATION

TOTAL MARKS [100]

DATE: JUNE 2024

Time: 3 Hours

INSTRUCTIONS

1. This paper has *six (6)* questions
2. Answer question *one (1)* and *any* other *three (3)*
3. Each question carries *25 marks*
4. Start each question on a new page

1. Design a client service charter for any public sector organisation in Zimbabwe.
(25 marks)
2. Assess any 5 benefits of branding for public sector organisations in Zimbabwe.
(25 marks)
3. Examine any 5 principles of service delivery in public sector organisations.
(25 marks)
4. Analyse any 5 marketing philosophies for enhancing performance of public sector organisations.
(25 marks)
5. Assess the importance of public sector marketing practices in Zimbabwe.
(25 marks)
6. Examine any 5 challenges of using marketing in the public sector.(25 marks)

END OF PAPER