



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: DECEMBER 2022

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. Compile a Client Service Charter for any public sector organisation of your choice. (25 marks)
2. Assess the benefits of branding for public sector organisations. (25 marks)
3. Discuss the 5 challenges faced by parastatal organisations in Zimbabwe and how Ministries concerned may address them. (25 marks)
4. Analyse any 5 marketing philosophies for enhancing public sector performances. (25 marks)
5. Citing practical examples discuss the relevance of marketing in the public sector. (25 marks)
6. Examine the challenges of applying marketing practices in the public sector. (25 marks)

End of Paper