



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

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

PUBLIC RELATIONS MANAGEMENT

HPAD 211

PART 2 SEMESTER 2 EXAMINATION

TOTAL MARKS [100]

DATE: DECEMBER 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. As an ambassador abroad, what ways would you take to promote Zimbabwe's image at the international level (25 marks)
2. Discuss the role of public relations in a local governance system in Zimbabwe. (25 marks)
3. Discuss the assertion: "public relations are a very complex activity".(25 marks)
4. Citing relevant examples, assess the qualities of successful public relations practitioners (25 marks)
5. Assess the RACE model of public relations highlighting its relevance to Zimbabwe. (25 marks)
6. Citing relevant examples, discuss any 5 code of ethics guiding public relations practitioners in executing their duties. (25 marks)

END OF PAPER