



**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**