

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
POSTGRADUATE DIPLOMA IN PUBLIC RELATIONS
CORPORATE IMAGE AND REPUTATION MANAGEMENT (IJM 7105)
DECEMBER 2008 EXAM
TIME ALLOWED: THREE HOURS**

INSTRUCTIONS OF CANDIDATES

1. Answer **all** questions.
2. Poor spelling and grammar will be penalised.

QUESTION: CASE STUDY

Customer perceptions of an organization must align with the organisation's identity, vision and values. A number of companies have learnt with negative results what can happen to corporate reputation when this is not happening and how taking aggressive steps to restore these connections can save this reputation.

- Identify one Zimbabwean company that has suffered after failing to communicate through its identity system to change public perceptions about it.
- Explain how changing the chosen company's identity helps or hurts its overall strategy.
- Discuss how important it is for the chosen company to educate its publics about its new identity.

TOTAL MARKS: [100]

ENDS