

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)
OCTOBER 2009 SUPPLEMENTARY EXAM
TIME ALLOWED: THREE HOURS**

INSTRUCTIONS OF CANDIDATES

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

QUESTION:CASE STUDY

The Commercial Bank of Zimbabwe (CBZ) and Post Office Savings Bank (POSB) have recently been re-branded as part of efforts to make them competitive within the Zimbabwe's volatile banking industry. However, the re-branding exercises have not achieved the desired results. As a PR consultant:

- (a) Choose one of the two banks and design and explain in detail, a proposal for improving the corporate identity to restore the correct public perceptions of your chosen bank. **{50 marks}**
- (b) Identify the corporate communication levers at your disposal in changing the corporate identity. **{25 marks}**
- (c) What impact will your strategies have on the reputation of the chosen bank? **{25 marks}**

TOTAL MARKS: [100]

ENDS/