



**AFRICA**  
**UNIVERSITY**  
*A United Methodist-Related Institution*

*"Investing in Africa's Future"*

**COLLEGE OF SOCIAL SCIENCES, THEOLOGY, HUMANITIES &  
EDUCATION**

**HEC 225: BUSINESS, PROFESSIONAL & CORPORATE  
COMMUNICATION**

**END OF SECOND SEMESTER FINAL EXAMINATIONS**

**LECTURER: DR. P SVONGORO**

**DURATION: 3 HOURS**

**INSTRUCTIONS**

Answer **THREE (3)** questions in all  
All questions carry equal marks (20).  
DO NOT repeat material.  
Marks will be awarded for clarity of expression and language use.  
Write legibly.



Answer any **three** questions

### Question 1

Drawing examples from Africa University as an organisation, explain the view that “The field of corporate communication emerged in response to the recognition that the better a business communicates, the more successful it tends to become” (Watson Wyatt Human Resources Consulting firm, 2003: 11) **[20 marks]**

### Question 2

The organisation you are working for is being accused of a number of malpractices that can potentially harm the reputation of the organisation. Explain how you would use **any two** of the following to dispel these malicious accusations and ensure that the company’s good reputation is not harmed:

- |                                |                   |
|--------------------------------|-------------------|
| (a) Press conference           | <b>[10 marks]</b> |
| (b) Press statement            | <b>[10 marks]</b> |
| (c) Company website management | <b>[10 marks]</b> |

### Question 3

Imagine you are working in the Information and Public Relations Office of Econet Wireless (Pvt) Ltd. Explain how you would help enhance employee communications and ensure that all employees work towards the institution’s vision and have shared goals and interests. **[20 marks]**

### Question 4

Choose one area of corporate communication you would want to specialise in and explain how you would ensure that it makes a contribution in the improvement of communication and relations between the organisation and its various stakeholders. **[20 marks]**

### Question 5

With reference to Samsung or Apple as international companies, explain the media and public relations functions of corporate communication specialists working for these companies. **[20 marks]**

**END OF EXAMINATION**