



*"Investing in Africa's Future"*

**COLLEGE OF SOCIAL SCIENCES, THEOLOGY HUMANITIES  
AND EDUCATION  
DEPARTMENT OF HUMANITIES**

**HEC 225: BUSINESS, PROFESSIONAL AND CORPORATE COMMUNICATION  
END OF SECOND SEMESTER EXAMINATIONS**

**MAY/JUNE 2018**

**LECTURER: DR P.R SVONGORO**

**DURATION: 3 HRS**

---

***INSTRUCTIONS***

1. Answer any **three** questions. All questions carry **equal** marks.  
\_\_\_\_\_
  2. Begin each answer on a fresh page.  
\_\_\_\_\_
  3. Marks will be awarded for clarity of expression and language use.  
\_\_\_\_\_
- \_\_\_\_\_



Answer any **three** questions

**Question 1**

Choose any **two** of the following corporate communication concepts and explain how they are critical for organisations. In your explanation, use examples from organisations you are familiar with:

- (a) Corporate branding [10 marks]
- (b) Corporate and organizational identity [10 marks]
- (c) Crisis communications [10 marks]

**Question 2**

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 3**

The organisation you are working for is being accused of a number of malpractices that can potentially harm the reputation of the organisation. Explain the various strategies you would employ to dispel these malicious accusations and ensure that the company’s good reputation is not harmed. [20 marks]

**Question 4**

Drawing examples from any **two** organisations you are familiar with, discuss the view that “Corporate social responsibility refers to all corporate marketing efforts as companies attempt to win the trust and loyalty of stakeholders” (Argenti, 2009: 112). [20 marks]

**Question 5**

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

**END OF EXAMINATION**