



COLLEGE OF SOCIAL SCIENCES, THEOLOGY, HUMANITIES & EDUCATION

NHMJ 209: CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

END OF SECOND SEMESTER EXAMINATIONS

APRIL/MAY 2026

LECTURER: DR W. GADZIKWA

DURATION: 3 HOURS

INSTRUCTIONS

1. This paper contains **TWO** sections (Section A and Section B).
2. Section A is **COMPULSORY**.
3. Answer **ANY TWO (2) questions** from Section B.
4. Start each question on a new page in your booklet.
5. Credit will be awarded for logical, systematic and neat presentation
6. Do not repeat material.

SECTION A: COMPULSORY

INSTRUCTION: *Answer Question 1.*

Question 1

Critically evaluate the role of corporate communications in managing an organization's reputation. How can public relations (PR) strategies be used to build and maintain a positive corporate image? **[40 marks]**

SECTION B

INSTRUCTION: *Answer ANY TWO (2) questions.*

Question 2

Examine the role of storytelling in corporate communications and PR. **[30 marks]**

Question 3

Demonstrate how public relations practitioners measure the effectiveness of their communication strategies? **[30 marks]**

Question 4

Discuss the importance of internal communications in engaging employees and promoting organizational culture. **[30 marks]**

Question 5

Analyse the key considerations for communicating with diverse stakeholder groups? **[30 marks]**

END OF PAPER

