



ROBERT MUGABE SCHOOL OF EDUCATION AND HERITAGE STUDIES
DEPARTMENT OF LANGUAGES, MEDIA AND COMMUNICATIONS STUDIES

B.A HONOURS IN MEDIA AND CULTURAL STUDIES

LEVEL II SEMESTER II

EXAMINATION QUESTION PAPER

MODULE CODE	HMC 223
MODULE NARRATION	CORPORATE COMMUNICATIONS AND ADVERTISING
DATE	2025
DURATION	3 HOURS

INSTRUCTIONS TO CANDIDATES:

- 1. Answer *any three* questions.**
- 2. Each question carries **25** marks**
- 3. Do not repeat material**

1. Corporate communication techniques are employed when dealing with crisis situations from the world of product production. When crisis situations arise, how should the corporate communication department handle important publics like the media?
 2. What skills, competencies and aptitudes make a successful Public Relations practitioner?
 3. What factors should be taken into consideration when targeting a population for advert consumption through print or broadcast media?
 4. What are, in general, the purposes and objectives of advertising?
 5. Organisations that have products to sell sometimes do so by “association” with influencers in the community. Select such a company in the Zimbabwean market and evaluate the successes or lack of advertising through personalities and the type of media that was used.
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END OF EXAMINATION