



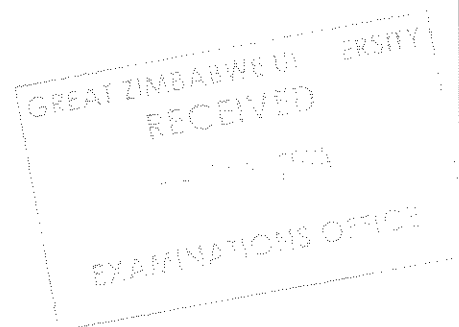
ROBERT MUGABE SCHOOL HERITAGE AND EDUCATION
Department of History, Archaeology and Development Studies
Examination Question Paper

MODULE CODE: HER 121

MODULE NARRATION: Museum Communication and Visitor Studies

DATE: 2023

DURATION: 3 HOURS



INSTRUCTIONS TO CANDIDATES:

ANSWER THREE QUESTIONS BY CHOOSING AT LEAST ONE QUESTION FROM EACH SECTION.

EACH QUESTION CARRIES 100 MARKS

CREDIT WILL BE GIVEN TO THE USE OF RELEVANT EXAMPLES

1. Can you explain the distinction between a museum user and a museum visitor?
2. Briefly explain the following topics:
 - (i) Research on visitors to museums
 - (ii) Methods of communication within museums
 - (iii) Communication to a large audience through various mediums
 - (iv) Using multiple forms of media in presenting information
 - (v) Individual responsible for managing and organizing museum collections.
3. How are museum institutions in developing countries grappling with challenges posed by the COVID-19 Pandemic?
4. What are the obstacles that come with communicating in museums?
5. What difficulties come with museum communication when taking a mass media approach?
6. How can contemporary museum institutions improve the experience of their visitors by shifting their focus from visitors to a variety of key stakeholders and placing new emphasis on museum-audience relationships?