

**BINDURA UNIVERSITY OF SCIENCE EDUCATION**  
**FACULTY OF SOCIAL SCIENCES & HUMANITIES**  
**DEPARTMENT OF COMMUNICATION SCIENCE**

**Programme: Bachelor of Communication Science Hons Degree (HBCom.Sc)**

**Level 2.**

**Examinations**

**HJ204: CORPORATE COMMUNICATIONS DURATION: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES:**

NOV 2024

- Answer **Three (3)** questions ONLY.
- All questions carry equal marks (100)
- Errors in grammar, punctuation and spellings will be penalised
- Credit will be given for clear, well organised and coherent answers

**Questions**

1. Discuss the importance of corporate communication in organizational success.  
(100)
2. Develop a comprehensive brand guideline for an imaginary company of your choice, outlining the visual elements and strategies to maintain brand consistency.(100)
3. Discuss the role of ethics in corporate communications, including examples of ethical considerations. (100)
4. Examine the key components of a crisis communication plan and how organizations can prepare for managing crisis situations effectively.(100)
5. Identify at least three key stakeholders for a multinational corporation operating in the technology sector and develop a stakeholder engagement strategy that aligns with the company's values and goals. (100)