

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

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

HJ204: CORPORATE COMMUNICATIONS DURATION: 3 HOURS

INSTRUCTIONS TO CANDIDATES:

- 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

MAR 2024

Questions

1. Discuss the difference between internal and external communications in a corporate context. (100)
2. Examine the importance of effective communication in organizations using a Zimbabwean company as an example. (100)
3. Identify key stakeholders for Bindura University of Science Education (BUSE) and unpack their diverse communication needs. (100)
4. Discuss the concept of a comprehensive communication plan for social responsibility (CSR) in the Zimbabwean context. Consider internal and external stakeholder engagements. (100)
5. Evaluate the ethical considerations and legal frameworks relevant to crisis communications in the context of a Zimbabwean business environment. (100)

End of Paper