



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF HUMAN SCIENCES

DEPARTMENT OF COMMUNICATION

QUALIFICATION: BACHELOR OF COMMUNICATION (HONORS) DEGREE	
QUALIFICATION CODE: 08BHCO	LEVEL: 8
COURSE: CORPORATE COMMUNICATION	COURSE CODE: CCC 811S
SESSION: JUNE 2019	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 70

FIRST OPPORTUNITY EXAMINATION PAPER	
EXAMINER:	MS. WANJA NJUGUNA
MODERATOR:	PROF ENO AKPABIO

INSTRUCTIONS
<ol style="list-style-type: none">1. Answer TWO questions only.2. Write clearly and neatly.3. Number the answers clearly.

THIS QUESTION PAPER CONSISTS OF 2 PAGES (Including this front page)

QUESTION 1 (CORPORATE COMMUNICATION/PR THEORIES) (35 Marks)

Using examples from Namibia, critically analyse any four (4) Corporate Communication/PR theories/models of your choice.

QUESTION 2 (CORPORATE SOCIAL RESPONSIBILITY) (35 Marks)

- i. Explain, with local examples, the six (6) key reasons why companies should measure Corporate Social Responsibilities/Corporate Social Investment? **(30 Marks)**
- ii. Give two (2) examples of companies you believe provide very good CSR projects and explain why you think so. **(5 Marks)**

QUESTION 3 (SOCIAL MEDIA USE) (35 MARKS)

1. As a newly appointed Corporate Communication Manager, explain how you would use any three (3) of the ten (10) **Consumer Review Networks** of your choice to engage better with your publics/to improve your reputation or solve a current problem. **(15 Marks)**
2. With examples, explain the ten (10) steps required to create a Social Media Strategy. **(20 Marks)**

QUESTION 4 (CAMPAIGNS) (35 Marks)

1. With local examples, explain the six (6) types of campaigns. **(18 marks)**
2. Explain five (5) principles of a successful campaign. **(10 marks)**
3. With examples, discuss any two (2) elements of a successful campaign. **(7 Marks)**