

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
BACHELOR OF SCIENCE HONOURS DEGREE IN PUBLISHING

PART IV SECOND SEMESTER AUGUST 2013 SUPPLEMENTARY EXAMINATIONS

IPU 4212 CORPORATE PUBLISHING: IN-HOUSE MAGAZINES AND REPORTS

TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. ANSWER QUESTION 1 AND ANY OTHER THREE QUESTIONS.
 2. QUESTION 1 CARRIES 40MARKS AND ALL OTHER QUESTIONS CARRY 20 MARKS.
 3. IMPORTANCE IS ATTACHED TO ACCURACY, CLARITY OF EXPRESSION AND LEGIBLE HANDWRITING.
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1. a) Define the role of in-house advertising tools in a company's marketing strategy. **(25marks)**
b) Identify and describe 3 publishing requirements necessary for corporate publishing. **(15marks)**
2. You have been approached by Company A to design and publish a magazine for them. Discuss the activities you will cover in the design and production of the publication. **(20marks)**
3. A company wants to start publishing an in-house magazine and has asked you to train its employees. Prepare an introductory paper outlining the publishing requirements that it has to consider. **(20marks)**
4. Marketing strategies have always been incomplete without a good print campaign. Critique the advantages and disadvantages of corporate publishing in the marketing strategy of a company. **(20marks)**
5. Explain the computer application software packages that are relevant to the publishing of a company magazine. **(20marks)**
6. Srinivas (2010) wrote, "Don't publish your magazine by tying up with just about anyone who says they know how to write and design." Identify the qualified professionals required for the job and discuss their roles. **(20marks)**

END OF PAPER