



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF PUBLISHING STUDIES

CORPORATE PUBLISHING: INHOUSE MAGAZINES AND COMPANY REPORTS

IPU 4212

Part IV Second Semester Main Examination Paper

May 2016

This examination paper consists of 2 pages

Time Allowed: 3 hours

Total Marks: 100

Special Requirements: None

Examiner's Name: Mrs. S. Jele

INSTRUCTIONS TO CANDIDATES

1. Answer question 1 and any other three (3) Questions
2. Question 1 carries 40 marks and each of the other questions carries 20 marks
3. Importance is attached to accuracy, clarity of expression and legible handwriting

MARK ALLOCATION

QUESTION	MARKS
1.	40
2.	20
3.	20
4.	20
5.	20
6.	20

- 1a) There are four main functions of corporate publishing. Pick a company of your choice and discuss how it can apply these functions to improve its corporate identity. **(25 marks)**
- 1b) Briefly explain the following types of corporate publications:
- (i) Internal **(5 marks)**
 - (ii) External **(5 marks)**
 - (iii) Entrepreneurial **(5 marks)**
2. Critique the view that it is better to have in-house production instead of outsourcing Corporate Publishing content. **(20 marks)**
3. The success or failure of any company hinges on public perception. Analyse the corporate publishing strategies that a company or organisation can use in order to achieve its goals. **(20 marks)**
4. Annual reports can be short or lengthy documents, depending on your message, your audience, your time and your budget. Outline the key elements of a company's annual report. **(20 marks)**
5. Many corporate institutions are realising that in order to disseminate information more widely and effectively they need to start publishing in electronic form. What are the factors that should be considered in publishing in parallel media? **(20 marks)**
6. Identify a company of your choice and define the role of in-house advertising tools in that company's marketing strategy. **(20 marks)**

END OF PAPER