

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**  
**BACHELOR OF SCIENCE HONOURS DEGREE IN PUBLISHING**  
**PART IV SECOND SEMESTER MAY 2013 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 term corporate publishing and analyse the role of corporate communications in an organisation. **(25 marks)**  
b) Discuss the role of each of the following activities in relation to corporate publishing  
i) product identity **(5 marks)**  
ii) editorial **(5 marks)**  
iii) printer specifications **(5 marks)**
2. Compare and contrast corporate publishing to traditional advertising. **(20 marks)**
3. A company has decided to create its own customised publishing solutions. Explain any 5 publishing requirements that it has to consider. **(20 marks)**
4. Identify any 5 computer application software packages that are relevant to corporate publishing and discuss their use. **(20 marks)**
5. Critically assess the basic principles of graphic design that are necessary for publishing an in-house magazine. **(20 marks)**
6. A basic understanding of typesetting is important for the accurate design of text parts in a publishing project. Analyse the basic elements of typography essential in the design of in-house advertising tools. **(20 marks)**

**END OF PAPER**