



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 Supplementary Examination Paper

July 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) Define the term corporate publishing and analyse the role of corporate communications in an organisation. **(25 marks)**
- 1b) Compare and contrast corporate publishing to traditional advertising. **(15 marks)**
2. 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. **(20 marks)**
3. Pick a company with which you are familiar or that you may have worked for in the past. Describe the company's corporate communication in terms of its corporate identity, image and reputation. **(20 marks)**
4. Because of the evolution of new technologies, Corporate Publishing is also subject to strong changes – above all, mainly Cross Media Publishing is believed to have great potential. Critique. **(20 marks)**
5. Marketing strategies have always been incomplete without a good print campaign. Critique the role of corporate publishing in the marketing strategy of a company. **(20 marks)**
6. Critically evaluate any 5 computer application software packages that are relevant to corporate publishing and discuss their use. **(25 marks)**