



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
MASTER OF SCIENCE IN STRATEGIC COMMUNICATION
STRATEGIC COMMUNICATION MANAGEMENT

IJS 5101

Main Examination Paper

December 2024

This examination paper consists of 2 pages

Time Allowed: 3 hours
Total Marks: 100
Special Requirements: None
Examiner's Name: Mr. T. Nkomo
External Examiner: Dr C.M. Lunga

INSTRUCTIONS

1. **Section A** is compulsory
2. Answer any **Two (2)** questions from **Section B**
3. Poor spelling and grammar will be penalised

MARK ALLOCATION

QUESTION	MARKS
1.	50
2.	50
3.	50
4.	50

SECTION A

QUESTION 1

Critique the view that strategic communication is a transboundary concept that captures, better than public relations does, the complex phenomenon of an organization's targeted communication processes. **[50 Marks]**

SECTION B

QUESTION 2

Discuss the implications of AI on Strategic Communications practice using selected organisations of your choice as a reference point. **[50 Marks]**

QUESTION 3

Evaluate the tenets of the Excellence Theory (2008) as a framework for strategic communication management in organisations. **[50 Marks]**

QUESTION 4

Story telling has emerged as a critical component of contemporary communications practice. Describe how organisations can use storytelling to meet their various communication objectives. **[50 Marks]**

QUESTION 5

With the aid of examples, examine how the use of New Communication Technologies (NCTs) is impacting on the practice of strategic communication in organisations. **[50 Marks]**