



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF INFORMATION AND COMMUNICATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
MASTER OF SCIENCE IN STRATEGIC COMMUNICATIONS
CORPORATE IMAGE, ETHICS AND REPUTATION MANAGEMENT

IJS 5102

Main Examination Paper

December 2024

This examination paper consists of 3 pages.

Time Allowed: 3 hours
Total Marks: 100
Special Requirements: None
Examiner's Name: Prof. S. Mpofu
External Examiner: Dr C.M. Lunga

INSTRUCTIONS

1. Section A is **compulsory**.
2. Answer any **Two** questions from Section B.
3. Start each answer on a new page.
4. Poor spelling and grammar will be penalised.

MARK ALLOCATION

QUESTION	MARKS
1.	40
2.	30
3.	30
4.	30

SECTION A

QUESTION 1

Read the following case study and answer the questions below:

In 2015, it was revealed that Volkswagen (VW), the German automobile manufacturer, had installed software in diesel vehicles that manipulated emissions tests. This software allowed the cars to pass regulatory tests while emitting pollutants far above the legal limits during regular driving conditions.

- (i) Identify and explain four key ethical issues that are highlighted in the excerpt above. (20 marks)
- (ii) Analyse the impact of the Volkswagen emissions scandal on the company's corporate reputation. (20 marks)

TOTAL **[40 Marks]**

SECTION B

QUESTION 2

Using examples of global and local companies, evaluate the importance of corporate social responsibility (CSR) in building and maintaining a positive corporate image and reputation.

[30 Marks]

QUESTION 3

Discuss the role of corporate communications in reputation management, and provide examples of Zimbabwean companies that have successfully utilised communication to enhance their reputation.

[30 Marks]

QUESTION 4

- (i) Assess the relationship between corporate culture and corporate reputation. **(15 marks)**
- (ii) How does a strong, positive culture contribute to enhancing a company's reputation? Use illustrations in your answer. **(15 marks)**

TOTAL

[30 Marks]