



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
MASTER OF SCIENCE IN STRATEGIC COMMUNICATION
PROJECT PLANNING, MEASUREMENT AND EVALUATION
IN STRATEGIC COMMUNICATION

IJS 5203

Special Examination Paper

August 2024

This examination paper consists of 2 pages

Time Allowed: 3 hours
Total Marks: 100
Special Requirements: None
Examiner's Name: Prof.S. Mpofu

INSTRUCTIONS

1. Answer any **Two (2)** questions.
2. Poor spelling and grammar will be penalised

MARK ALLOCATION

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

QUESTION 1

Discuss the purposes of evaluation and how it contributes to fulfilling the organization's mission and strategy. Use illustrations in your answer. **[50 marks]**

QUESTION 2

Critique the tenets of the Barcelona Declaration of Measurement Principles 3.0 (2020) as a framework for strategic communication measurement. **[50 Marks]**

QUESTION 3

Explain, with the use of illustrations, why employing the appropriate research methodologies is important in the strategic communication planning and evaluation process. **[50 Marks]**

QUESTION 4

Identify the five stages of project planning and explain their relevance in the management of strategic communication projects. **[50 Marks]**