



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

September, 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 **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

Select any two evaluation models of your choice and critique their applicability in the strategic communications.

[50 Marks]

QUESTION 2

Peterson (2013) suggests five stages of project planning – Initiation, Planning, Execution, Monitoring and Control and Closing. Explain the relevance of these stages to the management of strategic communication projects.

[50

Marks]

QUESTION 3

Discuss the importance of measurement and evaluation in strategic communication.

[50 marks]

QUESTION 4

Identify and explain the informal and formal research methods that organisations use to evaluate key areas of their operations. Use examples in your answer.

[50

Marks]