



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

IJS 6102

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 practice of integrated marketing communication and its role in the achievement of an organisation's strategic objectives. **[50 Marks]**

SECTION B

QUESTION 2

Discuss the elements of the marketing communication mix and their roles within an Integrated Marketing Communication strategy. **(50 Marks)**

QUESTION 3

Evaluate the tenets of the Social learning theory as a framework for Integrated Marketing Communication. **(50 Marks)**

QUESTION 4

With reference to local and international examples, discuss the various metrics that can be used in evaluating the effectiveness of Integrated Marketing Communication strategies.

(50 Marks)

QUESTION 5

Examine the ethical considerations in IMC and how can strategic communicators can ensure that their campaigns are truthful, transparent, and socially responsible.

(50 Marks)