



ZIMBABWE

MINISTRY OF HIGHER AND TERTIARY EDUCATION

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

SECRETARIAL STUDIES

SUBJECT: Corporate Communication

PAPER NO: 552/S05

OCTOBER/NOVEMBER 2012 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

Answer any five questions.

This paper consists of 2 pages.

QUESTION 1

Identify and explain ten roles performed by secretaries in promoting the image of their companies. (20 marks)

QUESTION 2

Explain the following terms in detail:-

- ①
- a) Advertising Agency (4 marks)
 - b) Telemarketing (4 marks)
 - c) Personal selling (4 marks)
 - d) Marketing mix (4 marks)
 - e) Product life cycle (PLC) (4 marks)
- Handing visitors
meetings
Receiver mails

QUESTION 3

Discuss the role of advertising in corporate communications. (20 marks)

QUESTION 4

With reference to a Zimbabwean company of your choice identify and explain major problems they are currently facing in the day to day running of business. (20 marks)

- Tax Imposed -
- Inflation

QUESTION 5

② Draw a diagram to illustrate the personal selling process and discuss various steps, showing their importance in an effort to create a sale. (20 marks)

QUESTION 6

- a) Examine the opportunities that information technology can provide in promotion. (10 marks)
- b) Explain ethical and legal issues on advertising and other forms of communication. (10 marks)

QUESTION 7

③ Justify the concept of "Protectionism" in International Marketing. (20 marks)

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Source: Direct Electronic Internet Advert

Prote: Int Dump Job Secur Produ

Retaliation: Dup Intq Gr m D