

**Question 1**

Explore any five steps necessary in the planning process in order to come up with an effective communication strategy.

**Question 2**

Discuss the crucial role that digital media and technology play in strategic communication.

**Question 3**

Analyse the assertion that, “The Elaboration Likelihood Model is a strategic tool in persuasive writing.

**Question 4**

Assess the significance of any two drivers that impact on the success of organisation’s communication strategy.

**Question 5**

‘Strategic storytelling is an essential part of organisational communication.’ Discuss.

END