

# WOMEN'S UNIVERSITY IN AFRICA



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*Addressing gender disparity and fostering equity in University Education*

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**FACULTY OF SOCIAL AND GENDER TRANSFORMATIVE SCIENCES**

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**MASTERS OF ARTS IN STRATEGIC COMMUNICATION**

**MAIN PAPER**

**MSC 113: CORPORATE IMAGE, ETHICS AND REPUTATION MANAGEMENT**

**INTAKE 2: FIRST YEAR FIRST SEMESTER**

**DATE: 2020 TIME: 2 HOURS**

## **INSTRUCTIONS TO CANDIDATES**

1. Answer any **two** questions.
2. All questions carry equal marks.

**Question 1**

‘Public relations is about selling the organisation’s image through positively managing the communication channels between an organisation and its stakeholders.’ Discuss.

**Question 2**

Explore the significance of corporate social responsibility.

**Question 3**

Analyse any five principles of ethical leadership.

**Question 4**

Differentiate between news writing and public relations writing.

**Question 5**

Examine the assertion that, ‘In the strategic communication of an organisation the public is a key stakeholder’.

**END**