

WOMEN'S UNIVERSITY IN AFRICA



Addressing gender disparity and fostering equity in University Education

FACULTY OF SOCIAL AND GENDER TRANSFORMATIVE SCIENCES

MASTERS OF ARTS IN STRATEGIC COMMUNICATION

MAIN PAPER

MSC 114: STRATEGIC COMMUNICATION ON 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

Examine any four fundamental purposes of a strategic communications plan.

Question 2

Explore how brainstorming and bargaining may be used as effective decision making strategies.

Question 3

‘Conflicts distract the team and disrupt the work rhythm.’ Discuss.

Question 4

Assess the relevance of strategic communication to organisational management.

Question 5

Discuss the assertion that, ‘Organisational culture may be informed by the leadership style’.

END