



ZIMBABWE

**MINISTRY OF HIGHER AND TERTIARY EDUCATION,
INNOVATION, SCIENCE AND TECHNOLOGY
DEVELOPMENT**

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

OFFICE MANAGEMENT

SUBJECT: Corporate Communication

**PAPER NO: 552/22/S05
552/15/S05**

DURATION: 3 Hours

MARCH/ APRIL 2025 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

1. Answer any five (5) questions.
2. Begin each question on a new page
3. Do not write your name on the answer booklet either outside or inside
4. Do not write anything on the question paper.

This paper consists of 3 printed pages.

PAPER NO: 552/22/S05 & 552/15/S05 – CORPORATE COMMUNICATION

QUESTION 1

Discuss any five (5) elements of promotional mix. (20 marks)

QUESTION 2

Examine the five (5) Ps of marketing. (20 marks)

QUESTION 3

Assess the challenges faced by companies marketing their products in foreign markets. (20 marks)

QUESTION 4

Describe the following terms:

- a) Trade adversity (4 marks)
- b) Sponsorship (4 marks)
- c) Publicity (4 marks)
- d) Brand advertising (4 marks)
- e) Press release (4 marks)

QUESTION 5

Analyse the AIDA model of buyer behaviour. Illustrate with the aid of a diagram. (20 marks)

PAPER NO: 552/22/S05 & 552/15/S05 – CORPORATE COMMUNICATION

QUESTION 6

Examine five (5) advantages of direct marketing. (20 marks)

QUESTION 7

Evaluate the impact of technology on corporate communication. (20 marks)

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