

School of Liberal Education

Department of Mass Communication

Mid Term Examination

Exam Date: 29 Sep 2023

Time : 90 Minutes

Marks : 50

Sem III - MAMC6038 - Corporate Communication

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

- 1) Explain corporate communication in simple words. Why is it essential for companies to communicate with their customers and employees. K2 (2)
- 2) What is meant by "Brand Identity" in the context of marketing and branding? K1 (3)
- 3) Explain the concept of Integrated Marketing Communication (IMC). K2 (4)
- 4) Explain the key elements of a company's brand identity and how does effective corporate communication contribute to maintaining it? K2 (6)
- 5) You are tasked with leading a comprehensive corporate identity audit for a large multinational corporation. Outline the detailed steps and methodologies you would employ in conducting this audit. K3 (6)
- 6) Identify the tool of corporate communication that involves disseminating information through television, radio, or online platforms to reach a broader audience. K3 (9)
- 7) Compare among Monolithic, Endorsed, Branded strategies. K4 (8)
- 8) Explain the difference between listening and hearing in communication. Why is active listening important in a business meeting? K4 (12)

OR

Analyze the content and structure of its press releases to understand how the company communicates key messages to the media and the public. K4 (12)