

ADMISSION NUMBER											

School of Liberal Education
Master of Arts in Journalism and Mass Communication
Semester End Examination - Nov 2023

Duration : 180 Minutes
Max Marks : 100

Sem III - MAMC6038 - Corporate Communication

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Define the term "stakeholders" in the context of corporate communication. K1 (2)
- 2) Explain the difference between internal and external corporate communication, and how each contributes to organizational success. K2 (4)
- 3) Explain the concept of corporate advertising and its role in enhancing a company's brand image and reputation. K2 (6)
- 4) Imagine you are the corporate communication manager of a multinational company planning to announce a new product launch. Apply your knowledge of the tools of corporate communication to outline a comprehensive strategy for promoting the product to both internal and external stakeholders. K3 (9)
- 5) Identify three key elements of a crisis management PR strategy. Describe how a company can prepare and respond to crises effectively. K3 (9)
- 6) Think of a recent corporate crisis that made headlines. Explain how the company involved handled its communication during the crisis K5 (10)
- 7) Analyze the role of leadership in promoting transparent and open communication within an organization. Examine how a CEO's communication style influences employee morale and organizational culture. K4 (12)
- 8) The corporate communication department is considering using social media as a primary channel for disseminating information. Evaluate the advantages and disadvantages of this approach, considering various stakeholders and potential risks. K5 (15)
- 9) Compare internal communication and external communication within an organization. Justify your answer with atleast 5 suitable examples. K5 (15)
- 10) Imagine you are the head of corporate communication for a global technology company launching a groundbreaking new product. Discuss, in detail, a creative and integrated communication strategy that leverages multiple channels, including digital media, experiential marketing, and storytelling, to generate buzz and excitement around the product launch. K6 (18)