

**P.G. Semester-IV Examination, 2023****Journalism and Mass Communication**

Course ID : 43653

Course Code : JMC-403EA

Course Title : Corporate Communication

Time : 2 Hours

Full Marks : 40

*The figures in the right-hand margin indicate marks.  
Candidates are required to give their answers in their  
own words as far as practicable.*

**Answer all the questions.****UNIT-I**1. Answer any **one** of the following questions:

10×1=10

- a) Define corporate communication. What are the differences and similarities between corporate communication and public relations? 4+6
- b) Discuss the scope and need of corporate communication. 10
- c) Write short notes on: 5×2=10
- Nature of Corporate communication
  - Definition of Public Relations

*[Turn Over]*

## UNIT-II

2. Answer any **one** of the following questions:

10×1=10

- a) What are the different types of publics in Corporate Communication? 10
- b) What are the different activities of corporate communication? Explain. 10
- c) Write short notes on: 5×2=10
  - i) Opinion makers
  - ii) Corporate Culture

## UNIT-III

3. Answer any **one** of the following questions:

10×1=10

- a) What is corporate identity? Discuss the importance of corporate image building. 5+5
- b) Comment on the role of corporate communication tools on brand management. 10
- c) Write short notes on: 5×2=10
  - i) Logo
  - ii) Branding

## UNIT-IV

4. Answer any **one** of the following questions:

10×1=10

- a) What is corporate crisis? Discuss about the crisis management planning with a suitable case study in India. 10
- b) Discuss the need of corporate social responsibility of an organizations towards its "public". 10
- c) Write short notes on any **two** of the following: 5×2=10
  - i) Event Management
  - ii) Business Communication
  - iii) Financial Communication