

END TERM EXAMINATION

FOURTH SEMESTER (BA(JMC)) JULY-2023

Paper Code: BA(JMC)-210

Subject: Corporate Communication

Time: 3 Hours

Maximum Marks : 75

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1 Write short notes on **any two** of the following. (7.5x2=15)
- (a) Brand Image
 - (b) Forms of Corporate Communication
 - (c) Corporate Advertising
 - (d) Internal Communication

UNIT-I

- Q2 Examine the role played by effective corporate communication in shaping and maintaining a strong brand identity. Provide examples of companies that have successfully aligned their communication strategies with their brand identity. (15)

OR

- Q3 Discuss whether the corporate philanthropy initiatives enhance corporate communication strategies and brand reputation. Give your views with suitable examples.

UNIT-II

- Q4 What are the key factors driving the shift from traditional public relations (PR) to corporate communication in today's business landscape? Explore the advantages and challenges associated with this transition. (15)

OR

- Q5 "Corporate Communication serve as a powerful branding strategy in shaping public perception and building brand loyalty." Comment.

UNIT-III

- Q6 Explain the steps involved in the communication strategy of an e-commerce brand. (15)

OR

- Q7 What do you understand by the term 'Corporate Identity Audit?' Discuss the steps involved in conducting the audit.

UNIT-IV

- Q8 How crucial is effective crisis management in maintaining corporate reputation and how does strategic corporate communication contribute to successful crisis resolution? Discuss with a case study. (15)

OR

- Q9 Analyse the importance of ethical considerations in corporate communication strategies, including transparency, honesty, and responsible messaging. Provide suitable and relevant examples.

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