

END TERM EXAMINATION

FOURTH SEMESTER BA [JMC] JUNE- 2024

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 five** of the following: (5x5=25)
- a) Difference between Brand Image and Brand Identity
 - b) Corporate Identity audit
 - c) Structure of Corporate Communication
 - d) Methods of Budget Allocation
 - e) Corporate Philanthropy
 - f) Ethics of Corporate Communication

- Q2 Corporate Communication is the life blood of an organization. Elaborate the statement with suitable examples. (12.5)

OR

- Q3 Corporate Communication is the most vital ingredient of an organization. In fact, an organization cannot be conceived of without communication. Discuss in detail. (12.5)

- Q4 Critically analyze the CSR activities of two competing brands. Why do you think these companies chose the activities, they did. Discuss with examples and your logical explanation. (12.5)

OR

- Q5 Elaborate the role of CSR activity in establishing a Corporate Brand Image. (12.5)

- Q6 Do you think there has been a paradigm shift in the practice of PR and Corporate Communication with the advent of New Media? Explain with suitable examples. (12.5)

OR

- Q7 It is said that in social media relation "everything changes still nothing changes". Explain the statement with relevant examples. (12.5)

- Q8 How do you see the role of Corporate Communication at present & what are the demands /Challenges before it to build a reputation for its organization? If you are the Head of Corporate Communication in your organization, what steps would you take towards this end? (12.5)

OR

- Q9 "Corporate communication has its roots in public Relation, but enjoys wider scope & appeal". Explain with help of examples (12.5)
