

FIFTH SEMESTER BA DEGREE EXAMINATION, NOVEMBER 2022**(Supplementary – 2017 Admission)****MASS COMMUNICATION****ABCJ5B09T: CORPORATE COMMUNICATION****Time: 3 Hours****Maximum marks: 80****PART A: Answer any five questions, not exceeding 50 words. Each carries 3 marks.****Write short notes on**

1. Propaganda
2. Lobbying
3. Open house.
4. Crystallizing Public opinion.
5. Stakeholder.
6. DAVP
7. Corporate identity.
8. Sponsorship.
9. Ivy Lee.

(5 × 3 = 15 Marks)**ART B: Answer any seven questions, not exceeding 100 words. Each carries 5 marks.**

10. Examine the role and functions of corporate blogs in corporate communication.
11. Discuss the relevance and scope of community relations in corporate communication.
12. Define 'Public relations campaign' .Elaborate the stages in public relations campaign.
13. Communication is the most vital ingredient that contributes to the success of an organisation. Discuss.
14. Discuss the terms 'corporate culture', 'corporate vision' and 'corporate mission' in corporate communication.
15. Examine the role of public relations in corporate image building and reputation management.
16. Briefly explain how lobbyists and pressure groups function.

17. Discuss the relevance and scope of CSR in corporate organisation.
18. Media relations is considered as an integral component of Public relations. Comment.
19. Discuss the scope and relevance of PR in crisis management.
20. Briefly discuss the duties and responsibilities of corporate communication manager in an organisation.
21. Corporate communication is an integrated communication process. Discuss.

(7 × 5 = 35 Marks)

PART C: Answer any two questions, not exceeding 400 words. Each carries 15 marks.

22. Discuss the importance of co-operate communication. Explain the features and characteristics of co-operate communication in detail.
23. Discuss in detail the scope, functions and prospects of Public Relations in India.
25. Examine the significance and need for maintaining a strong Public Relations wing in a political organisation.
24. Discuss the role of new media technologies in accelerating organisational communication process.

(2 × 15 = 30 Marks)