BRAINWARE UNIVERSITY

Term End Examination 2024-2025
Programme – M.Sc.(MSJ)-2023
Course Name – Corporate Communication
Course Code - MMSJ404MM
(Semester IV)

Full Marks : 60   **Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A
(Multiple Choice Type Question)   1 x 15=15

1. *Choose the correct alternative from the following :*

(i) Which of the following triggers a crisis?

a) Financial Irregularities   b) Campaign Failure
c) Stakeholder Management   d) Environment

(ii) Research techniques called reputation audits can be used to:

a) Design a campaign   b) Design objectives
c) Monitor and assess organisation's   d) Reslove internal communication
reputation

(iii) The following is not a step in the corporate communication process _____.

a) Research and analysis   b) Programme Planning
c) Evaluation   d) Human Resource Management

(iv) Corporate communication activity is not a _____.

a) Intentional   b) Deliberate
c) Two-way Communication   d) One way Communication

(v) Corporate Communication is a process _____.

a) Management function   b) Two-way communication
c) Strategic communication process   d) All of the above

(vi) In public affairs, corporate communication officials help top management in effectively by _____.

a) Developing Public Policies   b) Adapting Public Expectations
c) Managing Media Relations   d) Managaing Communities

(vii) When corporate communications is used to support an organization's marketing objectives directly, it is called _____.

a) Integrated Marketing   b) Marketing Communications
c) Media Marketing   d) Media Management

(viii) An instrument of management by means of which all consciously used forms of internal and external communication are harmonized as effectively and efficiently as possible?

Identify.

a) Public Relations
b) Corporate Communication
c) Public Affairs
d) Employee Management

(ix) An individual's collective representation of past images of an organisation established over time is known as _____.

a) Corporate Identity
b) Corporate Image
c) Corporate Goals
d) Corporate Reputation

(x) The profile and values communicated by an organisation can be identified as _____.

a) Corporate Identity
b) Corporate Image
c) Corporate Goals
d) Corporate Reputation

(xi) The corporate communication professionals give advice on:

a) Investments
b) Human Resource Management
c) Public Image of an Organisation
d) Financial Management

(xii) Campaign objectives should be determined by? Classify.

a) Does it really address the situation?
b) Is it realistic and achievable?
c) Can success be measured in meaningful terms?
d) All of the above

(xiii) Which of the following is NOT a component of corporate identity? Identify.

a) Logo
b) Mission Statement
c) Corporate Culture
d) Product Pricing

(xiv) List out what is corporate design concerned with?

a) Creating a positive corporate image
b) Developing a visual identity for the company
c) Employee training programs
d) Financial forecasting

(xv) Identify the key differences between PR and corporate communication.

a) Budget allocation
b) Target audience
c) Specific tools used
d) There is no significant difference

Group-B
(Short Answer Type Questions)

3 x 5=15

2. 'Corporate Communication creates the environment for brand activation'. Explain with the help of suitable social media and offline media examples. (3)
3. Distinguish between internal and external communication. (3)
4. Classify the elements of a programme plan or campaign. (3)
5. Identify the differences between public relations and corporate communications. (3)
6. Distinguish between community relations and corporate social responsibility. (3)

OR

Write the factors to be considered for organizing a successful press conference. (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Explain the various tools of corporate communications. (5)
8. Analyse some common challenges that companies face in their Corporate Communication strategies. (5)
9. Analyse ways in which CSR initiatives benefit a company's employees. (5)
10. Assess how do Public Relations and Corporate Communications ideally work together to create a cohesive brand image. (5)
11. Discuss why is it important for companies to have a well-defined crisis communication plan in place before a crisis hits? (5)
12. How does corporate identity differ from brand identity, and why is it important for companies to distinguish between the two? (5)

OR

Identify ways in which a company can prioritize its communication efforts to effectively (5)
reach different public groups with targeted messaging.

****