



42841

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125



BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – B.Sc.(MSJ)-Hons-2024

Course Name – Corporate Communications

Course Code - BMJ40109

(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) Who defined corporate communication as a "management instrument" to harmonize internal and external communication?
 - a) Newton
 - b) Van Riel
 - c) Oxford University
 - d) Stakeholder Theory
- (ii) Which of the following is an example of an internal stakeholder?
 - a) Media
 - b) Government regulators
 - c) Employees
 - d) Suppliers
- (iii) Public Relations is considered a _____ of corporate communication.
 - a) Super-set
 - b) Subset
 - c) Competitor
 - d) Replacement
- (iv) What is the primary focus of Corporate Identity and Image Management?
 - a) Managing annual reports
 - b) Corporate branding and visual identity
 - c) Hiring new employees
 - d) Press releases for sales
- (v) Name the media role that holds organizations accountable.
 - a) Opinion Shaper
 - b) Watchdog
 - c) Agenda Setter
 - d) Information Provider
- (vi) Examine the structural difference between "Sports Sponsorship" and "Social Sponsorship" objectives.
 - a) Sports targets youth appeal; Social targets community goodwill.
 - b) Both have the exact same target audience and outcome.
 - c) Social sponsorship is strictly for legal compliance.
 - d) Sports sponsorship is always cheaper than social programs.
- (vii) Deconstruct the impact of "Neutral Coverage" on a brand's perception.

- a) it creates high levels of emotional persuasion. b) It generates awareness without changing the audience's opinion.
- c) It is more damaging than negative coverage. d) It automatically leads to a crisis situation.
- (viii) Analyze why "Technical Issues" are considered a specific challenge for "Virtual Press Events."
- a) Because they increase the cost of the event. b) Because they disrupt the flow of real-time global communication.
- c) Because they make the event physically crowded. d) Because they eliminate the need for a moderator.
- (ix) Examine how legal compliance supports ethical corporate communication practices.
- a) Laws replace ethical responsibility b) Legal compliance discourages transparency
- c) Legal frameworks ensure accountability and stakeholder protection d) Ethics applies only to internal communication
- (x) Analyse the relationship between data privacy laws and corporate trust-building.
- a) Privacy laws restrict communication effectiveness b) Trust is unrelated to legal compliance
- c) Adherence to privacy laws strengthens stakeholder confidence d) Privacy laws apply only to media organizations
- (xi) If a communicator avoids using unlicensed images in a campaign, which legal requirement is being applied?
- a) Privacy law b) Corporate governance
- c) Copyright compliance d) Green marketing
- (xii) A publicly listed company releases price-sensitive financial information to avoid insider trading. Which legal obligation is being applied?
- a) Green reporting b) Corporate disclosure
- c) Brand positioning d) Media pitching
- (xiii) A company ensures fairness while communicating layoffs to stakeholders. Which ethical dimension is applied?
- a) Fairness b) Promotion
- c) Image repair d) Agenda setting
- (xiv) When CSR messages are aligned with actual business practices, which ethical standard is applied?
- a) Symbolic action b) Authentic communication
- c) Crisis denial d) Media spin
- (xv) Illustrate the strategic role of "Financial Communication" during a stock price fluctuation.
- a) Communicating fun facts b) Managing expectations with timely, accurate data
- c) Hiding the stock price d) Buying more office supplies

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Explain the concept of corporate communication as a management function. (3)
3. Analyze how corporate communication differs from traditional public relations in terms of scope and function. (3)
4. Illustrate how corporate storytelling can be used to strengthen brand loyalty. (3)
5. State the role of media in shaping corporate image. (3)
6. Analyze how media training and briefing contribute to message consistency during media interactions. (3)

OR

Assess the differences in communication strategies required for print, broadcast, and digital media interviews. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Break down the two primary spheres of Corporate Communication and their respective goals. (5)
8. Analyze the relationship between organizational culture and internal communication. (5)
9. List and describe the primary components and structural elements of a professional Press Release as outlined in the study material. (5)
10. Apply the three stages of the crisis lifecycle to explain how a company should manage a sudden product safety issue. (5)
11. Illustrate how a corporate communicator would apply legal and ethical standards when managing digital stakeholder data and corporate messaging. (5)
12. Differentiate between Corporate Identity, Corporate Image, and Reputation based on their timelines and organizational manifestations. (5)

OR

- Analyze the distinction between Corporate Communication and traditional Public Relations (PR) in an organizational context. (5)

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125