Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_\_



**End Semester Examination – Nov / Dec – 2019**

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| **Code :** | **17MC2037** | **Duration :** | **3hrs** |
| **Sub. Name :** | **CORPORATE COMMUNICATION** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | State your understanding and importance of corporate communication. | CO3 | 20 |
| (OR) | | | |
| 2. | Keeping the stake holders happy is very important to the corporate sector. Explain. | CO1 | 20 |
|  |  |  |  |
| 3. | Design a strategic communication plan for a new company of your choice. | CO2 | 20 |
| (OR) | | | |
| 4. | List five cost effective media to address specific target audience for a product. Cite suitable examples. | CO1 | 20 |
|  |  |  |  |
| 5. | List out the differences between editorial write up and advertorial in newspaper. | CO3 | 20 |
| (OR) | | | |
| 6. | Explain the role and responsibilities of a journalist in detail. | CO4 | 20 |
|  |  |  |  |
| 7. | Discuss the situations in corporate companies which bring about mergers and acquisitions. | CO1 | 20 |
| (OR) | | | |
| 8. | Prompt and effective communication saves the company during crisis. Explain. | CO4 | 20 |
|  |  |  |  |
|  | **Compulsory**: |  |  |
| 9. | Redesign a new corporate communication strategy for “Save the girl child” campaign in television. | CO4 | 20 |