PG Even Semester Examination, September, 2023

JOURNALISM & MASS COMMUNICATION

(4th Semester)

Course No: MC-404(B)
(Corporate Communication)

FM: 70
Pass Marks : 28
Time: 3 Hours

The figures in the right margin indicate full marks for the question.
Answer any five questions, taking one from each unit.

UNIT-I

1. (a) Define Corporate Communication. What is the difference between CC and PR?

   (b) What are the scope and trends in corporate communication? 7+7=14

Or

2. (a) Mention the different types of public in corporate communication.

   (b) Briefly explain the role of Research in corporate communication. 7+7=14

UNIT-II

3. (a) Define Corporate Social Responsibility. Mention few examples of CSR activities.

(b) What is Lobbying? Briefly explain lobbying with special reference to India. 7+7=14

Or

4. (a) Explain briefly what do you understand by Corporate Identity and Corporate Reputation.

(b) Explain the role of CC in crisis management. 7+7=14

UNIT-III

5. (a) Define management. What are the functions of management?

(b) Explain the various steps of launching media busines. 7+7=14

Or

6. (a) Discuss the principles of media management.

(b) What do you mean by market analysis? How does market analysis help managers in a media market? 7+7=14

UNIT-IV

7. (a) What do you mean by media ownership? Mention its types.

(b) Explain briefly— Mergers, acquisitions and take overs. 7+7=14

Or

8. (a) What are the types of newspaper organisations in India.

(b) Discuss the management principles of newspaper business. 7+7=14

UNIT-V

9. Write short note on any two of the following : 7+7=14

(i) Branding

(ii) Chain Ownership

(iii) Market model of mass media

(iv) Organisational structure of television.

****