

24U3134

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Name :

Reg. No :

THIRD SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025

(FYUGP)

CC24UJOU3MN201 - CORPORATE COMMUNICATION

(Journalism - Minor Course)

(2024 Admission - Regular)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 3 marks.

1. An organization wants to gather feedback from its employees on workplace satisfaction. Which internal PR tool would be most suitable for this purpose, and why? [Level:3] [CO1]
2. Why are students regarded as primary stakeholders in a college's PR? [Level:2] [CO1]
3. Explain the key difference in "Control over message" between advertising and public relations. [Level:2] [CO2]
4. What is the objective of a Rational Appeal in an advertisement? [Level:2] [CO2]
5. What is a "paid form" of communication in the context of advertising, and why is this a core feature? [Level:2] [CO2]
6. Differentiate between Corporate Communication and PR. [Level:4] [CO3]
7. Give an example of Stakeholder Communication in Corporate Communication [Level:3] [CO3]
8. Expand the following terms: (i) NMC (ii) BCI (iii) IEI [Level:1] [CO4]
9. Explain any three role and functions of CBC. [Level:2] [CO4]
10. Define the term AMA and explain any 2 key features of it. [Level:1] [CO4]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

Answer *all* questions. Each question carries 6 marks.

11. A non-profit organization wants to raise public awareness about a social issue. What three strategies should they employ to ensure their message resonates with the target audience? [Level:3] [CO1]

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| 12. Analyze Ivy Lee's contribution in reshaping the Rockefeller family's image after the Ludlow Massacre. | [Level:4] [CO1] |
| 13. What is Advertorials. Explain how they blend advertising with editorial content to promote a product or service. | [Level:2] [CO2] |
| 14. Evaluate the importance of knowing your target audience in the process of effective copywriting. Explain how tailoring the message can increase the effectiveness of an ad. | [Level:5] [CO2] |
| 15. Companies like Zomato, Sun Pharma and Maggi have demonstrated how effective corporate communication can drive success and create lasting impact. Justify. | [Level:5] [CO3] |
| 16. Discuss the key facets of corporate communication. | [Level:4] [CO3] |
| 17. Why do we need ethics in advertising? | [Level:2] [CO4] |
| 18. Write any 2 ethical aspects in PR. | [Level:2] [CO4] |

(Ceiling: 36 Marks)

Part C (Essay questions)

Answer any **one** question. The question carries 10 marks.

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| 19. "Public Relations is not just promotion but the building of trust and credibility." – Discuss this statement with examples. | [Level:5] [CO1] |
| 20. "Crisis Communication relies on various tools to ensure effective interaction with stakeholders". Justify. | [Level:5] [CO3] |

(1 × 10 = 10 Marks)
