

7-12-10

Doon University
Semester Final Examination
M.A. Communication (3rd Semester)
Comm 612- Corporate Communication

Marks allotted : 50
Attempt **ALL** sections

Time allowed : 3 hours

Section A: Answer any **ONE** of the following (15 marks):

1) What is crisis management? Elaborate .

Or

2) Event Management is crucial in Corporate Communication .Explain by writing about planning and organising an event.

Section B: Answer any **ONE** of the following: (10 marks)

1) Describe the importance of Broadcast /Telecast coverage for an organisation.

OR

2). Write about Annual Report as a Corporate Communication tool.

Section C :Write Notes on any **FIVE** of the following (5 marks each) :

- 1) Sponsorship
- 2) Role of PR in building corporate image
- 3) Brochure
- 4) A case study of crisis management
- 5) Newsletter
- 6) Classification of events (Only diagram)
- 7) Corporate Image and Corporate Identity
- 8) Conference planning (in brief)