

16/12/2015

Doon University
Final Semester Examination
M.A. Communication (3rd Semester)
Comm-612- Corporate Communication
Marks allotted : 50
Time allowed : 3 hours

Attempt ALL sections

Section A

Answer any ONE of the following (15 marks):

1) Discuss events as an effective CC medium/tool..Write about the groundwork and execution of an event.

OR

2) What is crisis communication/management? Discuss in detail.

Section B

Attempt any ONE of the following (10 marks)

1) Give a detailed description of a newsletter as a CC tool.

OR

2) Discuss corporate /institutional advertising .

Section C

Write Notes on any FIVE the following (5 marks each) :

- 1) Logo designing
- 2) Any one case study of crisis management
- 3) Role of PR in building Corporate Image
- 4) Corporate image and corporate identity
- 5) Ten commandments for media relations
- 6) Sponsorship
- 7) Scope of CC
- 8) Press Conference