

10.12.2012



DOON UNIVERSITY, DEHRADUN
Semester Final Examination, Third Semester, 2012
School of Communication

MA (Communication)

Course :- COMM- 612- Corporate Communication and Strategic Planning for PR

Time Allowed: 3 Hours

Marks Allotted : 50

Attempt all Sections:

Section A

Attempt any ONE of the following

(20 Marks)

- 1) What do you understand by Corporate Communication ? Explain the working of a Corporate Communication Wing of an organization.
Or
- 2) Describe PR Planning . Discuss the Planning process including any two important tools used during the process .

Section B

Attempt any ONE of the following

(10 marks)

- 1) Explain Integrated Marketing Communication (IMC) ,illustrating it with a diagram.
Or
- 2) Write about the ten most important points to be kept in mind for a successful PR Campaign.

Section C

Write notes on any FOUR of the following

(5 Marks each)

- 1) Corporate Advertising
- 2) Newsletters/House Journals
- 3) Any ONE case study of crisis management
- 4) Annual Reports
- 5) Logos
- 6) Role of PR in building Corporate Image
- 7) Important points for handling media in a crisis