

IMBA TY Sem.-5 Examination
Corporate Communication

Time : 2.30 Hours]

December-2025

[Max.Marks : 70

- Q-1 (A) Elucidate the theory of Dolphin and P. Jackson and its contribution to the principles of corporate communication? 7
- Q-1 (B) Discuss the evolution of corporate communication and also explain its significance in modern business organization. 7
- Q-2 (A) Analyze the needs of corporate communication in maintaining an organization's image and reputation. 7
- Q-2 (B) Explain Various factors and functions of corporate communication and its overall effectiveness within an organization? 7
- Q-3 (A) Describe the concept and genesis of employee communication in corporate organization? 7
- Q-3 (B) Define corporate reputation management and explain its relevance in the digital age. 7
- Q-4(A) Discuss the essential principles and techniques of writing for Media Events effectively in corporate communication? 7
- Q-4 (B) Explain how does corporate communication professionals handle crisis to maintain organizational trust and credibility? 7
- Q-5 (A) Describe the objectives and provisions of the copyright act and its relevance to advertising and corporate communication. 7
- Q-5 (B) Analyze the importance of the Right to Information (RTI) Act, 2005, in promoting transparency and accounting in organization. 7