

Seat No. : \_\_\_\_\_

**DD-124**

**December-2017**

**TY MBA Integrated Degree Course**

**Corporate Communication**

**Time : 3 Hours]**

**[Max. Marks : 100**

1. (a) Define corporate communication and write its role for corporate houses. **10**  
(b) Who in your view are the various stakeholders for corporate communication ? Discuss. **10**
2. (a) What do you mean by corporate reputation ? Why is it challenging and necessary to constantly maintain a positive reputation in the digital age. **12**  
(b) What are the various steps of aligning corporate image with corporate identity ? **8**
3. (a) What do you understand by employee communication ? How is it similar or different from communication from other management departments ? **10**  
(b) What are the various popular communication channels of employee communication ? Give salient features of any two channels. **10**
4. (a) Describe various types of media events which must be conducted to facilitate corporate communication by the organizations. **10**  
(b) Explain different types of press releases with suitable examples. **10**
5. (a) What are issues related to violation of copyright ? Discuss. **10**  
(b) There are various ethical issues regarding professional ethics which are relevant for corporate communication. Explain in detail. **10**