

Bharati Vidyapeeth's
Institute of Computer Applications and Management (BVICAM)
A-4, Paschim Vihar, New Delhi-63
FIRST SEMESTER [BAJMC] Internal Examination, December 2022

Paper Code: BAJMC 210	Subject: Corporate Communication
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Time: 2 Hours**Maximum Marks: 45**

Note: Attempt THREE questions in all. Question No. 1 is compulsory, and attempt one question from each unit.

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1.	Answer all the following questions briefly: -	1.5 × 10 = 15
	(a) List the different forms of corporate constituencies	CO1
	(b) How does corporate communication differ from public relations?	CO2
	(c) Define brand identity, brand image, and brand reputation?	CO2
	(d) What is the scope of corporate communication?	CO2
	(e) Why is corporate philanthropy important in the contemporary corporate environment?	CO1
	(f) How can corporate communication be used as a branding strategy?	CO1
	(g) Give two examples of effective corporate philanthropy and social responsibility initiatives?	CO2
	(h) What is the definition of corporate communication?	CO1 CO2
	(i) Which is your favourite Brand and why?	CO2
	(j) What is being Monolithic in Branding	CO2
UNIT - I		
2.	(a) Explain the contemporary corporate environment and its relevance in the current scenario.	5 CO1
	(b) Discuss the different forms of corporate constituencies and their role in corporate communication.	5 CO1
	(c) Define brand identity, brand image, and brand reputation. Explain the differences between them and their significance in corporate branding.	5 CO2
3.	(a) What is corporate philanthropy, and how does it contribute to corporate social responsibility? Discuss the importance of corporate social responsibility in the current business environment.	5 CO1
	(b) Write short notes the following: a. Stakeholder b. Corporate Communicator	5 CO1

		c.Sustainability		
	(c)	How can Corporate Communication be used for Branding Strategy; Justify with examples.	5	CO2
UNIT - II				
4.	(a)	Define corporate communication, and explain its concept and scope.	5	CO2
	(b)	Discuss the shift from public relations to corporate communication, highlighting the differences between the two.	5	CO2
	(c)	Describe the different structures and forms of corporate communication, including management, marketing, and organizational communication.	5	CO1
5.	(a)	Explain the different branding strategies in corporate communication, including monolithic, endorsed, and branded branding.	5	CO2
	(b)	Write short notes on any three of the following: a. Integrated marketing communication b. Employee communication c. Corporate storytelling d. Crisis communication (5 marks each)	5	CO2
	(c)	Prepare a Communication Plan for a Company to Launch a New Product.	5	CO3