

Section A: Understanding Corporate Environment

1. Explain the contemporary corporate environment and its relevance in the current scenario. (15 marks)
2. Discuss the different forms of corporate constituencies and their role in corporate communication. (7.5 marks)
3. Define brand identity, brand image, and brand reputation. Explain the differences between them and their significance in corporate branding. (7.5 marks)
4. 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. (7.5 marks)
5. Write short notes on any three of the following: a. Stakeholder theory b. Corporate citizenship c. Corporate governance d. Sustainability reporting (5 marks each)

Section B: Introduction to Corporate Communication

6. Define corporate communication, and explain its concept and scope. (15 marks)
7. Discuss the shift from public relations to corporate communication, highlighting the differences between the two. (7.5 marks)
8. Describe the different structures and forms of corporate communication, including management, marketing, and organizational communication. (7.5 marks)
9. Explain the different branding strategies in corporate communication, including monolithic, endorsed, and branded branding. (7.5 marks)
10. 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)

Section C: Corporate Communication in Practice

11. Discuss the steps involved in developing a communication strategy. (15 marks)
12. Explain the different perspectives on organizing communication, including vertical, horizontal, and lateral communication. (7.5 marks)
13. Define the concept of corporate identity audit and the steps involved in conducting it. (7.5 marks)
14. Discuss the concept and functions of corporate advertising in corporate communication. (7.5 marks)
15. Write short notes on any three of the following: a. Communication channels b. Corporate reputation management c. Corporate social responsibility reporting d. Corporate events management (5 marks each)

Section D: Application of Corporate Communication

16. Explain the tools and techniques used in media relations, including media monitoring and research. Discuss the concept of Gatekeeping research and output analysis. (15 marks)
17. Define internal and external communication, and explain the tools used in each. (7.5 marks)

18. Discuss the guidelines and ethics for corporate communication, highlighting their importance in maintaining credibility and trust. (7.5 marks)
19. Analyze the Infosys crisis and the Nestle Maggie crisis from a corporate communication perspective. Discuss the role of communication in managing crises. (7.5 marks)
20. Write short notes on any three of the following: a. Reputation risk management b. Investor relations c. Crisis communication plan d. Media training (5 marks each)