

# END TERM EXAMINATION

FOURTH SEMESTER [BA(JMC)/BBA/BCOM] MAY-JUNE 2026

Paper Code: BA(JMC)-MDC-208

Subject: Corporate Communication

(Batch 2024)

Time: 3 Hours

Maximum Marks: 60

Note: Attempt all questions as directed. Internal choice is indicated.

Q1. Attempt **any FOUR** of the following questions: (4x5=20)

- (a) Define vertical communication.
- (b) What is endorsed branding?
- (c) What is Monolithic Branding?
- (d) Explain the concept of media literacy.
- (e) Define corporate governance.
- (f) What is Identity Audit?
- (g) What is Lateral Communication?
- (h) What is Crisis Communication?

Q2. Evaluate the importance of corporate communication in modern organizations. (10)

OR

Q3. Analyze the concept, scope and structure of corporate communication. (10)

Q4. Evaluate corporate culture and organizational structure in influencing communication flow. (10)

OR

Q5. Analyze the classification and functioning of Indian corporations. (10)

Q6. Analyze corporate scandals in India and the role of regulatory bodies. (10)

OR

Q7. Examine decision-making and communication flow in Indian corporate structures. (10)

Q8. Analyze media monitoring and research in corporate communication. (10)

OR

Q9. Analyze crisis communication strategies using relevant case studies. (10)

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P-1