



K25P 2839

Reg. No. :

Name :

III Semester M.A. Degree (CBCSS – OBE – Reg./Supple./Imp.)

Examination, October 2025

(2023 Admission Onwards)

JOURNALISM AND MASS COMMUNICATION

MAJMC03C10 : Corporate Communication and Advertising

Time : 3 Hours

Max. Marks : 60

PART – A

I. Write short notes on **any five** of the following. **Each** answer carries **three** marks. (5×3=15)

- 1) Employee relations.
- 2) Investor relations.
- 3) Government relations.
- 4) Customer relations.
- 5) Corporate personality.
- 6) Stakeholder perception.

PART – B

II. Write short essays on **any three** of the following. **Each** answer carries **six** marks. (3×6=18)

- 7) Explain the concept of corporate personality and its components.
- 8) Discuss the role of communication in building corporate reputation.
- 9) Analyse the role of CSR in corporate communication.
- 10) List and explain the types of advertising.
- 11) Differentiate between internal and external publics in PR.

P.T.O.



PART – C

III. Write long essays on **any three** of the following. **Each** answer carries **nine** marks. **(3×9=27)**

- 12) Discuss how effective corporate communication contributes to organisational success.
- 13) Describe the role of Integrated Marketing Communication (IMC) in corporate communication and how it enhances overall brand messaging.
- 14) Define advertising ethics and elaborate on how advertising can reinforce stereotypes, providing examples.
- 15) Explain with examples how CSR activities help an organisation to build a positive image in society.
- 16) Describe the consumer decision process and its relevance to advertising.

