

QP Code: D134124		Total Pages: 2	Name:
		Register No.	
<b>THIRD SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025</b>			
(CUFYUGP)			
<b>JOU3MN 201 - Corporate Communication</b>			
2024 Admission onwards			
Maximum Time :2 Hours		Maximum Marks :70	
<b>Section A</b>			
All Question can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)			
1	Vertical Communication		
2	Proxemics		
3	Corporate image		
4	PR		
5	Media		
6	Branding		
7	Strategy		
8	Message		
9	Audience		
10	Feedback		
<b>Section B</b>			
All Question can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)			
11	List and describe three tools of corporate communication.		
12	Define corporate identity and explain its significance for an organization.		
13	What is the role of corporate communication in building a company's reputation?		
14	How do organizations use internal communication to engage employees?		
15	What are the key components of a successful corporate communication strategy?		
16	How does corporate communication differ from public relations?		
17	What is the importance of stakeholder analysis in corporate communication?		
18	How do companies manage crisis communication effectively?		

**Section C****Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)**

19	Discuss the importance of CSR communication in today's business environment. How can companies effectively communicate their CSR initiatives to stakeholders, and what are the potential benefits and challenges of CSR communication?
20	How has digital communication transformed the field of corporate communication, and what are the opportunities and challenges?