



K24P 3050

Reg. No. : .....

Name : .....

III Semester M.A. Degree (C.B.C.S.S. – OBE-Regular)  
Examination, October 2024  
(2023 Admission)  
**JOURNALISM AND MASS COMMUNICATION**  
**MAJMC03C 10 : 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) Edward L Bernays
- 2) *Man Ki Baat*
- 3) ASCI
- 4) Internal public
- 5) Grapevine communication
- 6) Campaign.

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 'publics' in PR and why understanding them is essential.
- 8) Analyse the role of Corporate Social Responsibility (CSR) that contributes to corporate reputation.
- 9) List and explain the functions of advertising.

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- 10) Elaborate on how advertising can reinforce stereotypes. Provide examples.
- 11) Describe media relations, and how does it benefit corporate communication ?

PART – C

III. Write long essays on **any three** of the following. **Each** answer carries **nine** marks.

(3×9=27)

- 12) Discuss the definition, scope, and functions of corporate communication. How does effective corporate communication contribute to organisational success ?
  - 13) Evaluate the impact of Integrated Marketing Communication (IMC) on corporate communication strategies. How can IMC enhance overall brand messaging ?
  - 14) Define advertising and discuss its scope and importance in the modern business landscape. How has digital media transformed advertising practices ?
  - 15) Develop an advertising campaign for a new eco-friendly product of your choice. Include target audience, key messages, and media channels.
  - 16) Examine the ethical challenges faced in advertising controversial products. How can advertisers navigate these challenges while maintaining ethical standards ?
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