



Register Number:

DATE: 25-11-2020

**ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE – 560027**  
**MA ADVERTISING AND PUBLIC RELATIONS – III SEMESTER**  
**SEMESTER EXAMINATION, NOVEMBER 2020**  
**APRPDS9519 – CORPORATE COMMUNICATIONS**

Time: 1 ½ hrs

Max Marks: 35

(This paper contains TWO printed pages and FOUR parts)

(Write the answers clearly, precisely, and to the point. Answers submitted in point form will not be marked.)

**I. Answer ALL the following questions- Mark your answers in the answer script (1X4 = 4)**

1. "The public be damned, I am working for my -----" said William Vanderbilt
  - a. Stakeholders
  - b. Stockholders
  - c. Customers
  - d. Investors
2. When was the Public Relations Society of India established?
  - a. 1958
  - b. 1950
  - c. 1962
  - d. 1959
3. Tata opened its first public relations office in
  - a. 1977
  - b. 1943
  - c. 1965
  - d. 1948
4. ----- method is used in strategic planning where you guess the answer and then continue to collect data as it comes in.

**II. Answer ANY THREE of the following questions in 100-150 words each. (3X2 = 6)**

1. What are the four benefits of a robust internal communications program?
2. Highlight the key change drivers of changing corporation communications today?
3. Outline the metrics involved in measuring the impact of social media?
4. Define corporate strategy and the role of corporate communications?

**III. Answer ANY THREE of the following questions in 250-300 words each. (3X5= 15)**

5. Highlight and elaborate on the top 5 internal communications trends seen in organisations today?
6. What are the core competencies required in Corporate Communications?
7. Highlight and describe the different types of media and what constitutes each of them?
8. Elucidate the benefits of employee feedback during a crisis?
9. Explain the top 5 aspects that are key to building a robust corporate strategy for an organisation?

**IV. Answer ANY ONE of the following questions in 400-500 words each (1x10- 10)**

1. What did Starbucks do to become the authentic enterprise it is today? Highlight the various initiatives they put in place keeping in mind the stakeholder universe they touched.
2. Elaborate on the evolution of media by focusing on the below aspects
  - a. Roles the media performs in our society.
  - b. Recognize events that affected the adoption of mass media
  - c. How have technological transitions shaped media industries?

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