

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION
ADVERTISING AND PR
EXAMINATION: DECEMBER - 2023
THIRD SEMESTER
Sub: Corporate Communication (MADPR 22-303)

Date: 14/12/2023

Total Marks : 40

Time: 10.00 am to 12.00 pm

Instruction:

All questions are compulsory.

Q. 1. Answer the following. (Any One) (15)

A) What is a Crisis? List out a few types of crises that can hit a business. How is a crises communication plan created? How is loss of Image a crisis?

OR

B) Write an essay on Corporate Social Responsibility.

Q. 2. Write short notes. (Any Three) (15)

- 1) Corporate communication types
- 2) Image restoration
- 3) Government relationship management
- 4) Corporate communication research

Q. 3. Open Ended Question (10)

Write a MEMO to your deputy manager for the misconduct allegations against his team by certain female workers in the company. Also, make a PRESS NOTE to manage the image loss allegations in mainstream media.
