



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (December 2019)

School: School of Management

Program: MBA-MAC-II

Course: Strategic Corporate Communication & Planning Course Code:

Semester: III

Max Marks: 20

Duration (mins): 20 minutes

Course: Strategic Corporate Communication & Planning

Faculty Name: Sadiya Samdani

Assignment: Case Study of Corporate Communication & Impression Management

Learning Outcome: Students will be able to communicate to diverse audiences in a variety of contexts and genres.

Nature of Assignment: Jury

Date of Jury: 18/12/2019

Instructions: (It denotes the step by step of assignment as well as its submission guidelines)

- 1) Students will demonstrate advanced critical thinking skills, inclusive of information literacy across a range of print and social media.**
- 2) Students will demonstrate sophisticated rhetorical abilities and rhetorical flexibility.**
- 3) Students will be able to communicate to diverse audiences in a variety of contexts and genres.**
- 4) Students will be prepared for Strategic Corporate Communication & Planning.**

- 5) **Students will have the ability to use, analyze, and learn communication technologies.**
- 6) **Students will develop exceptional textual, visual, and verbal communication abilities.**

*******ALL THE BEST*******