



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (December 2018)

School: School of Management

Program: MBA in Media & Communication

Course: Strategic Corporate Communication & Planning (Jury)

Semester: Three

Max Marks: 100

Duration (mins): 420 minutes (7 hours)

Note: 1. Figures to the right indicates full marks.

- Q 1. If you were the corporate communication professional for a telecom giant, what would be your role and responsibilities? (20)
- Q 2. How do you go about planning a corporate event? How different is it from organizing a social event? (20)
- Q 3. Which is your favorite corporate brand and logo? Explain the corporate brand building process. (20)
- Q 4. Based on your project, explain the tools and techniques of corporate communication and its elements? (20)
- Q 5. Corporate Communication Planning is an integral part of Corporate Strategy. Explain the structure of a good corporate communication plan. (20)