2023
SRCMUJ
3rd Semester Examination
M. A.
Journalism and Mass Communication
JMC-302
Corporate Communication and CSR

Full Marks : 40 **Time : 2 Hours**

The figures in the margin indicate full marks. Candidates are required to give their answers in their own words as far as practicable.

1. Answer **any two** of the following questions: **5×2**

a) Write a Short Note on Risk Manager.
b) Write a Short Note on Celebrity Endorsement.
c) Write a Short Note on Community Development Initiatives by Infosys.
d) Write a Short Note on Logo.

2. Answer **any three** of the following questions: **10×3**

a) Describe Media Relations. As a Media Relations Officer of SRCMUJ, which tools and strategies you will use for effective communication with the stake holder of this University? **2+8**
b) What is Brand Positioning? Critically analyze the positioning of few brands in context of their advertisements during the pandemic time. **2+8**
c) What is Corporate Communication? What is Tenacity of Corporate Communication? How does Corporate Communication differ from Public Relations? **2+3+5**
d) Briefly describe the Value Creation Model of CSR. Describe some key CSR Initiatives of Indian Oil on Community Development. **4+6**
e) "PR helps a company in maintaining corporate relationship properly". -Justify your answer with a Case Study of Rashmi Company of Jhargram.

P.Q. 2023