

2024
SRMUJ
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: 5x2

- a. Write a Short Note on Risk Management.
- b. Write a Short Note on Brand Positioning.
- c. Write a Short Note on Corporate Manager.
- d. Write a Short Note on Employee Relations.

2. Answer any three of the following questions: 10x3

- a. A large clothing brand decides to launch a CSR initiative by partnering with rural artisans to promote sustainable fashion. They provide training, fair wages and ensure the use of eco-friendly materials. How does this CSR initiative benefit both the rural community and Clothing brand?
- b. How can companies effectively use digital media platforms for corporate promotion while maintaining transparency and trust with their audience?
- c. Discuss the Principles of Corporate Communication and its interdisciplinary link with Public Relations.
- d. Explain in brief Triple Bottom Line Theory & Stakeholder Theory.
- e. A company is running a campaign in a rural area to promote clean drinking water. It decides to use radio advertisement and poster in local languages. What content should the advertisement include to ensure it resonates with the rural audience and supports the initiative effectively?