

St. Philomena's College (Autonomous), Mysore
PG Department of Journalism & Mass Communication
Question Bank (Revised Curriculum 2018 onwards)

Second Year- Third Semester (2019 -21 Batch)

Course Title (Paper Title):

Introduction to Corporate Communication & Advertising QP Code:60203

Unit	Sl. No	Questions	Marks
1	1.	Who are known as the fathers of corporate communication?	2
1	2.	Define Corporate Communication	2
1	3.	Define Mission	2
1	4.	Define Vision	2
1	5.	Differentiate between Corporate identity & Corporate image	2
1	6.	Who is a stakeholder?	2
1	7.	What is internal communication?	2
1	8.	What is external communication?	2
1	9.	What is a linear strategy?	2
1	10.	What is an adaptive strategy?	2
1	11.	What is interpretative strategy?	2
1	12.	Expand SWOT	2
1	13.	Define crisis	2
2	14.	What are media rejoinders?	2
2	15.	Differentiate between internal & external public	2
3	16.	Define visual communication	2
2	17.	Write the elements in Van Riel's corporate communication mix	2
2	18.	Define Lobbying	2
2	19.	Write the elements in Balmer&Gray's corporate communication mix	2
2	20.	Define Press release	2
2	21.	Define pressure group	2
2	22.	Define corporate social responsibility	2
3	23.	Which was the first known advertisement?	2
3	24.	Define Advertising	2
3	25.	What is Whisper Marketing	2

3	26.	Give two examples for supplementary media	2
3	27.	What is a transit advertising?	2
3	28.	Define media scheduling	2
3	29.	What is a flighting advertisement?	2
3	30.	Define pulsing advertisement	2
3	31.	What are marketing road blocks?	2
3	32.	List 2 methods of direct retail advertising	2
3	33.	What is an advocacy ad?	2
3	34.	Give 2 examples of covert advertising	2
3	35.	What is B2B advertising?	2
3	36.	What do you call advertising for cigarettes & alcohol	2
3	37.	Define advertising copy	2
3	38.	Define rule of thirds	2
3	39.	What do you understand by typography composition?	2
4	40.	Define ad agency	2
4	41.	What is a creative boutique?	2
4	42.	Define trademark	2
4	43.	What is intellectual property?	2
4	44.	Define jingle	2
4	45.	Define packaging	2
4	46.	Which is the prominent advertising regulatory body?	2
4	47.	Expand ASCI	2
4	48.	Expand AIDA	2
2	49.	Define Media query	2
4	50.	Define Slogan	2

1	51.	Explain the tools of corporate communication?	10
1	52.	Define corporate & explain the scope of it	10
1	53.	Appraise the growth of corporate communication	10
1	54.	Differentiate between corporate communication, public relation, publicity & marketing communication	10
1	55.	Define Corporate Communication. What are the tools and functions of the same?	10

1	56.	Explain the functions of corporate communication	10
1	57.	Draw the structure of Corporate Communication	10
1	58.	Explain corporate communication strategy. What are the different types of the same?	10
1	59.	Elaborate on different types of corporate strategy	10
1	60.	What are the key aspects corporate communication strategy?	10
1	61.	Define crisis communication & bring out the key features of a crisis	10
1	62.	What is the need of the crisis communication?	10
1	63.	Explain crisis management cycle?	10
2	64.	Differentiate between internal & external with examples	10
2	65.	Briefly explain the need for internal & external communication	10
2	66.	What are different types of communication employed in corporate communication	10
1	67.	Identify types of crisis	10
2	68.	Define and identify the types of pressure groups.	10
2	69.	What is Corporate Social Responsibility? Bring out the importance of the same.	10
2	70.	What is corporate communication mix? Explain Van Riel's corporate communication mix?	10
2	71.	What is media relations? Explain the different types of the same	10
3	72.	What are the different types of advertising? Explain.	10
3	73.	What is advertising? What are the objectives of the same?	10
3	74.	Examine the advertising process.	10
3	75.	Evaluate creative strategy	10
3	76.	Discuss steps in media planning	10
3	77.	Examine steps involved in media planning	10
3	78.	Elucidate the factors in implementing media strategies	10
3	79.	Explain different types of Media Scheduling	10
1	80.	Define pressure groups and explain different types.	10
3	81.	What are the different stages in building a strategy?	10
3	82.	What are the essentials of ad copy?	10
3	83.	Discuss types of ad copies	10

3	84.	Bringout the importance of visualization in advertisement & discuss any three types	10
4	85.	What are the role of advertising agency?	10
4	86.	What are the functions of ad agencies?	10
4	87.	Illustrate the structure of ad agency	10
4	88.	Discuss various departments of ad agency	10
4	89.	Discuss types of ad agencies	10
4	90.	What is a trademark? Discuss the types	10
4	91.	Bringout the importance of packaging	10
4	92.	Evaluate the ethical issues in advertising with examples	10
4	93.	Discuss advertising regulation with respect to India	10

1	94.	Define and identify the levels of corporate communication strategy? What are steps involved in building a strategy?	15
1	95.	Explain the structure of corporate communication and discuss the importance of media relations.	15
1	96.	What is Corporate Culture? What are effective measures taken to create a good corporate culture?	15
3	97.	Define Branding and elaborate on brandings strategies	15
1	98.	What is the nature and scope of corporate communication?	15
1	99.	Write a mission and vision statement of “St. Philomena’s College”.	15
2	100.	Write a press release for the webinar "Communication in Digital Era" with Dr.ArvindSinghal as keynote speaker , date-current date, time- 3.00 pm organised by dept. of journalism & mass communication	15
1	101.	If you were corporate communicator, write down media strategy you would use to promote “St. Philomena’s College”	15
4	102.	What are the ethical principles involved in advertising?	15
3	103.	Delineate types of layout and design patterns.	15
3	104.	Discuss the essentials of a good advertisement. Elaborate on the various types of ad copies	15
4	105.	Write the structure of ad agency and discuss on various types of advertising agency	15
4	106.	What is a trademark? What are the different types? When is trademark is deemed infringed	15
3	107.	Discuss on various models of Marketing	15
2	108.	Differentiate between internal & external public. Bringout the ways and essentials for both.	15
1	109.	Discuss the evolution of corporate communication	15

1	110.	Delineate the process in developing corporate communication strategy	15
1	111.	Highlight importance of crisis communication with both successful & unsuccessful case studies	15
1	112.	Do a SWOT analysis of the St. Philomena's College and outline media strategies for the same	15
3	113.	Evaluate the layout, design & branding in zoo-zoo commercial	15
2	114.	Write a note on any three of the following; (a)Pressure Groups (b)Media Plan (c)Press Conference (d) Rejoinders	15
1	115.	Write a note on any three of the following; (a)Crisis Management (b)Visual Communication (c)Verbal Communication (d) Written Communication	15
1	116.	Write a note on any three of the following; (a)Corporate Vision (b)Corporate Mission (c)Corporate Image (d) Corporate Identity	15
2	117.	Write a note on any three of the following; (a)Pressure Groups (b)Lobbying (c)Corporate social responsibility (d) Interest group	15
3	118.	Write a note on any three of the following; (a)Head & heart Strategies (b)Creative brief (c)Tone & mode (d) Drive cognition	15
3	119.	Write a note on any three of the following; (a)Young's Model (b) Advertising media (c) Media planning (d) Crisis Communication	15
3	120.	Write a note on any three of the following; (a)Supplementary Media for advertising (b)Transit Advertising (c)Product Placement (d) Emerging ad media	15
1	121.	Write a note on any three of the following; (a)Media Planning (b)Creative Strategy (c)Marketing Strategy (d) Situational analysis	15
3	122.	Write a note on any three of the following; (a)Covert advertising (b)Whisper Marketing (c)Surrogate Advertising (d) Ad Visualization	15
3	123.	Write a note on any three of the following; (a)Rule of third (b)Symbolism (c)Bandwagon Pressuring(d) Three-quarter gaze	15

St. Philomena's College (Autonomous) Mysore
III Semester M.A. Final Examination December 2019
Subject: JOURNALISM AND MASS COMMUNICATION
Title: Corporate Communication and Advertising (HC)

Time: 3 Hours

Max Marks: 70

PART -A

Answer any FIVE of the following:

5×2=10

1. Define Lobbying.
2. Who are known as Fathers of Corporate Communication?
3. Draw the structure of Corporate Communication.
4. Define Advertising.
5. What is Whisper Marketing?
6. Differentiate Mission from Vision.

PART -B

Answer any THREE of the following:

3×10=30

7. What is Corporate Social Responsibility? Bring out the importance of the same.
8. Explain different types of Media Scheduling.
9. What are the different types of advertising? Explain.
10. Define Corporate Communication. What are the tools and functions of the same?

PART -C

Answer any TWO of the following:

2×15=30

11. What are the ethical principles involved in advertising?
12. Delineate types of layout and design patterns.
13. Write a note on any three of the following:
 - a) Pressure Groups
 - b) Media Plan
 - c) Internal and External Communication
 - d) Rejoinders
