

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

2ND SEMESTER 2023/2024 ACADEMIC YEAR

THIRD YEAR EXAMINATION FOR BACHELOR OF COMMUNICATION AND MEDIA STUDIES

COMM 322: CORPORATE COMMUNICATION

STREAM: R

TIME: 2 HRS

DAY: MONDAY (8.30-10.30AM)

DATE: 15/4/24

THIS QUESTION PAPER CONSISTS OF TWO (2 PAGES)

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INSTRUCTIONS: Answer question **ONE** and any other **TWO** questions

QUESTION ONE (30 MARKS)

Discuss any three of the following concepts which are central to Corporate Communication

[30 Marks]

- i. Corporate Identity
- ii. Corporate Image
- iii. Corporate Reputation and Branding
- iv. Corporate Advertising

QUESTION TWO (20 MARKS)

Using relevant examples, discuss the three main forms of corporate communication and their importance in a company

[20 Marks]

QUESTION THREE (20 MARKS)

Explain the characteristics of a coherent corporate communication strategy in an organisation

[20 Marks]

QUESTION FOUR (20 MARKS)

Your organisation is being accused of polluting the only river being used by the village and the villagers have threatened to burn the company's main office in the next two days. Explain the steps that you as a manager ought to take in order to communicate this crisis and save the organisation

[20 Marks]

QUESTION FIVE (20 MARKS)

Explain the importance of having Corporate Social Responsibility (CSR) in an organization

[20 Marks]

