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(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR**

FOURTH YEAR SECOND SEMESTER EXAMINATIONS

**FOR THE DEGREE
OF
BACHELOR OF JOURNALISM AND MASS
COMMUNICATION**

COURSE CODE: JMC 407

COURSE TITLE: CORPORATE COMMUNICATION

DATE: 19TH APRIL 2023 **TIME:** 3-5PM

INSTRUCTIONS TO THE CANDIDATE

Answer **Question 1** and any other **TWO (2)** questions.

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

1. Corporate communication involves creating the right image in the eyes of the public. The public's opinion and attitude determine the future of the organization.
 - a) What is public opinion? In what ways is attitude related to public opinion? (3 marks)
 - b) Discuss five (5) types of media that can be used for an effective communication campaign (10 marks)
 - c) Discuss five (5) factors that influence the public's attitude and opinion towards an organization. (10 marks)
 - d) Comment on the allegation that the 'internet' can be used either positively or negatively by corporations

2. You are the new Corporate Relations Manager of a pharmaceutical company. Members of the public have complained about some of your products.
 - a) Discuss six (6) ways in which you may handle the crisis for success (12 marks)
 - b) Explain why crisis communications is important for your organization (8 marks)

3. Citing examples discuss how you would go about organizing a corporate event to ensure success for your company. (20 marks)

4. Discuss the following in relation to the modern organization.
 - a. Logo (5 marks)
 - b. Core values (5 marks)
 - c. Vision (5 marks)
 - d. Mission (5 marks)(20 marks)

5. (a)What is corporate advertising? (3 marks)
(b)Using illustrations, discuss 6 reasons why businesses engage in advertising (12 marks)

(c) Using illustrations, discuss how the techniques you will use as a manager to attract and maintain your market share (5marks)