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MASTERS OF ARTS IN MASS COMMUNICATION
ADVERTISING AND PR
EXAMINATION: DECEMBER - 2024
THIRD SEMESTER

Sub: Corporate Communication (MADPR 22-303)

Date: 12/12/2024

Total Marks : 40

Time: 2.00 pm to 4.00 pm

Instruction:

All questions are compulsory.

Q. 1. Answer the following. (Any One) (15)

- A) What is meant by Crisis Communication? What are the steps of Crisis Communication? Explain what you understand about a crisis communication plan.

OR

- B) What is Corporate Communication? What are the parts of Corporate Communication? Write 2 paragraphs on each type. Explain the functions and scope of Corporate Communication.

Q. 2. Write short notes. (Any Three) (15)

- 1) Image Repair Theory
- 2) Corporate Image
- 3) Corporate Reputation
- 4) Corporate Social Responsibility

Q. 3. Open Ended Question (10)

Case: Crisis at GreenWave Energy

Scenario:

GreenWave Energy, a leading renewable energy company, is facing a major crisis. A news report has revealed that one of its manufacturing plants has been illegally discharging toxic waste into a nearby river, harming the local environment. The report also claims that some employees were forced to ignore safety protocols, and senior management was aware but did not act.

As a result:

- Environmental groups and activists are calling for boycotts.
- Media coverage is intensifying, damaging the company's image.
- Investors are concerned, and customers are losing trust in the company's commitment to sustainability.

GreenWave's CEO has denied the allegations, stating that an internal investigation is underway, but the crisis is growing.

Task:

As a corporate communication consultant, develop a crisis communication plan for GreenWave. Your plan should address:

1. Immediate actions the company should take.
2. How to communicate with media, investors, and the public.