

**ST. JOSEPH’S UNIVERSITY, BENGALURU -27**

**MA Advertising & Public Relations– II SEMESTER**

**SEMESTER EXAMINATION: APRIL 2023**

**(Examination conducted in May 2023)**

**APR 8522: Corporate Communications**

**(For current batch)**

**Time: 1 Hours Max Marks: 25**

1. **Write short notes on any THREE in about 200 words each. (3x5=15)**
2. Working Journalist
3. Public Listed Company
4. Role of social media
5. Editorial
6. Corporate Social Responsibility
7. **Answer any ONE in about 500 words. (1x10=10)**

6. What are the steps involved in developing an investor communications strategy? Briefly describe each one of them.

7. How does a strategic community initiative plan help in building goodwill among the internal and external stakeholders of a business organisation?

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