

THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF SOCIAL STUDIES
 BA DEGREE IN SOCIAL SCIENCES – LEVEL 5
 FINAL EXAMINATION– 2021/2022 (FIRST SEMESTER)
 DSU5323 – CORPORATE COMMUNICATION AND IMAGE BUILDING
 DURATION: THREE (03) HOURS



Date: 11th of June 2022

Time: 09.30 a.m-12.30 p.m.

INSTRUCTIONS

1. The question paper consists of NINE (09) questions
 2. Answer only FIVE (05) questions
 3. Each question carries 20 marks
1. Discuss the role of communication in entrepreneurship?
 2. What do you mean by corporate image? Discuss with examples.
 3. How can the Media Relations Unit of an organization connect with the concerned stakeholders? Elaborate how this happens.
 4. "Internal and external communication is equally important in image building". Validate the statement with examples.
 5. Identify a product and a marketing strategy of your choice and elaborate on how best such marketing strategy suits to build the brand image of the selected product. Consider the challenges faced by Sri Lanka presently, especially in entrepreneurship.
 6. While advertising the corporate image it is important to protect the authenticity and integrity of the product. Discuss the above statement.
 7. "Branding is connected with consumer behaviorism." Critically analyze this statement giving reference to the importance of market research.
 8. Corporate Social Responsibility (CSR) projects are launched for the right purpose and serve the common good. Discuss the answer agreeing or disagreeing with the above statement.
 9. Write short notes on **any two (02)** of the following:
 - a) General Advertising
 - b) Business Journalism
 - c) Product diversification and building corporate image
 - d) Competition and market research

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