



THE OPEN UNIVERSITY OF SRI LANKA

DEPARTMENT OF SOCIAL STUDIES

BA DEGREE PROGRAMME IN SOCIAL SCIENCES

FINAL EXAMINATION - LEVEL 5 (SEMESTER I) 2023/2024

DSU5323 – CORPORATE COMMUNICATION AND IMAGE BUILDING

DURATION: THREE HOURS ONLY (03 HOURS)

Date: 2nd December 2023

Time: 9.30 am to 12.30 pm

Instructions:

- Select Only Five (5) questions.
- All questions carry equal marks (20 marks each)

1. "Communication is the backbone of an enterprise". Discuss with reference to,
 - a) Why communication skills become so critical for institutional development, and
 - b) How communication enhances the status of a business enterprise in a competitive environment.
2. "Corporate image is a mirror reflection of those who represent the organization". Explain with reference to,
 - a) What it means to have a formidable corporate image, and
 - b) How corporate image can get undermined in the eyes of the public with a recent national level example.
3. Human Resource Departments should ensure that organizations are equipped with members with sound internal corporate communication skills. Discuss
4. Public Relations Departments should ensure that communication with external stakeholders remain dynamic in good times and in times of organizational turbulence. Validate the above statement.
5. Molding of corporate image is a gradual process involving stages of development. Discuss what this means with suitable local or international examples.
6. Advertising cannot be at a severe cost to the authenticity and integrity of the products that organizations are responsible for. Discuss.

7. "Consumer behaviorism is closely connected with the culture of the people." Critically analyze from a market research perspective.
8. Corporate Social Responsibility (CSR) should not be understood as opportunities for business organizations to whitewash their sins through charity. Discuss with reference to,
 - a) The potential of Corporate Social Responsibility, and
 - b) The strengths of a well-known Corporate Social Responsibility initiative in Sri Lanka.
9. Write short notes on **any TWO (02)** of the following:
 - a) Direct Advertising
 - b) Right to Information
 - c) Internal Communicue
 - d) Media Relations Unit

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