

THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF SOCIAL STUDIES
 BA DEGREE IN SOCIAL SCIENCES - LEVEL 5
 FINAL EXAMINATION 2024/2025 (SEMESTER I)
 DSU5323 CORPORATE COMMUNICATION & IMAGE BUILDING



DURATION: THREE HOURS (3 HOUR)

Date: 30th March 2025

Time: 9.30am - 12.30pm

INSTRUCTIONS

1. Answer FIVE Questions Only.
 2. Each question carries 20 marks.
1. Why is communication important in entrepreneurship? Illustrate with examples.
 2. Internal communication is the backbone of an organization. Validate this statement.
 3. Discuss the significance of branding in corporate image building. Elaborate your answer with locally and globally relevant examples.
 4. Advertising needs to pay attention to the authenticity and integrity behind the advertised product. Critically analyze the given statement.
 5. Market researchers are required to closely monitor the spending habits of the consumers. Discuss this statement with reference to consumer behaviorism.
 6. Identify the best cost-effective tool that can be used to introduce a new product and discuss how best this tool links with the corporate world.
 7. Ethics and values are equally important in the corporate sector and journalists should safeguard them with respect for democratic benchmarks. Discuss.
 8. Corporate Social Responsibility serves a unique purpose in the modern world. Does this purpose serve the common good when considering the ground realities? Discuss.
 9. Write short notes on **all four (04)** topics below:
 - a) External communication and image building
 - b) Product diversification and branding
 - c) Connection between the Media Relation Unit and external communication mechanisms
 - d) Direct Marketing vs General Marketing

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