

THE OPEN UNIVERSITY OF SRI LANKA  
DEPARTMENT OF SOCIAL STUDIES  
BA DEGREE IN SOCIAL SCIENCES – LEVEL 5  
FINAL EXAMINATION– 2018/2019



DSU5323 – CORPORATE COMMUNICATION AND IMAGE BUILDING  
DURATION: THREE HOURS (03)

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Date: 12<sup>th</sup> January 2019

Time: 09.30 a.m. – 12.30 p.m.

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Answer five (05) questions only.  
All questions carry equal marks.

1. Communication is the foundation for corporate image building. Explain the above statement with examples.
2. Corporate image building with regard to products or services needs to be carefully done in establishing brand reputation. Discuss
3. Internal and external communication are of equal importance in building brand image. Discuss
4. Explain the strategies that are commonly used for corporate image building
5. Discuss the importance of market research from a corporate communication perspective.
6. Corporate Social Responsibility (CSR) projects are seldom launched for the right purpose but to hide their misdeeds from the people. Critically analyze the above statement with reference to what CSR should really stand for
7. Social media are most appropriate to access and build public awareness on issues of contemporary relevance. Comment.
8. Right to information legislation strengthened the wellbeing of the corporate world. Explain.
9. Write short notes on **any two (02)** of the following:
  - a) Direct Advertising
  - b) Business Journalism
  - c) Internal communication in organizations
  - d) Media relations in the context of corporate image building

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