

THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF SOCIAL STUDIES
 BA DEGREE IN SOCIAL SCIENCES (NEW SYLLABUS) – LEVEL V
 SSU3123 – CORPORATE COMMUNICATION & IMAGE BUILDING
 FINAL EXAMINATION - 2016/2017



DURATION: THREE HOURS (03 HOURS)

Date: 06th November 2016

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

Instructions:

➤ Answer ONLY five (05) questions. All questions carry equal marks.

1. Using global and local examples where applicable, highlight the wide scale scope of external communication in business development/expansion of a corporation.
2. Communication policies need to be formulated at different stages of business growth with appropriate planning. Explain with suitable examples.
3. Image building process of an organization is dependent on different advertising techniques. Explain.
4. Business organizations need to adjust their external communication framework to suit the macro level policies of a nation.
5. Analyze the role Corporate Social Responsibility plays in boosting the image of a company.
6. Explain why Market Research is important for profit making of a company from a corporate communication perspective.
7. Internal communication of an organization should be respected by the hierarchy of an organization. Discuss.
8. External and internal communication processes are inter-related. Explain.
9. Write short notes on any **two (02)** of the following:
 - (a) Brand promotion as a communication action
 - (b) Role of advertising in rectifying the status of a stagnant product
 - (c) Social media in corporate image building.
 - (d) Significance of Direct Advertising
 - (e) Inter-company communication in business development

***** Copyrights Reserved*****