

Reg. No. :

D 4020

Q.P. Code : [11 DMB 15]

(For the candidates admitted from 2011 onwards)

MBA / Executive MBA DEGREE EXAMINATION,
JULY 2022.

First Year / First Semester

CORPORATE COMMUNICATION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the major functions and responsibilities of corporate communication.
2. Enumerate the types of Formal Communication.
3. What is Corporate Reputation? Elucidate the Steps to build reputation. <https://www.bharathiaronline.com>
4. Write in detail about any ten Corporate Letters.
5. Explain the list of tools of corporate communication.

6. Draw the specimen of Agenda and Minutes of the meeting. Also, list out the characteristics of Agenda and Minutes.
7. Discuss in detail the various types of corporate reports.
8. Write down the Do's and Don'ts of resume preparation. Write an email for applying for a job.

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