



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2018/2019 ACADEMIC YEAR  
THIRD YEAR SECOND SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES  
BACHELOR OF COMMUNICATION & PUBLIC  
RELATIONS**

**COURSE CODE: CPR 3204**

**COURSE TITLE: CORPORATE COMMUNICATION**

**DATE: 24<sup>TH</sup> APRIL, 2019**

**TIME: 8.30AM-10.30AM**

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**INSTRUCTIONS:**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS.**

*This paper consists of **THREE** printed pages. Please turn over.*

### **QUESTION ONE: 30 MARKS (COMPULSORY)**

- a) i. What is communication? (2 Marks)
- ii. What is corporate communication? (2 Marks)
- iii. List and describe three core functions of corporate communication (6 Marks)
  
- b) Describe any five elements of corporate communication. (10 Marks)
  
- c) i. Explain why use of corporate communication these days as opposed to public relations. (6 Marks)
- ii. What can a corporate communications manager do to position the self as a top manager in an organization? (4 Marks)

### **QUESTION TWO**

- a) Describe four major contributions corporate communications makes to an organizational success. (8 Marks)
  
- b) Justify the fact that money spent in corporate communications results in tangible benefits for the organization? (12 Marks)

### **QUESTION THREE**

- a) How can organizations limit fragmentation in their communications? (10 Marks)
  
- b) i. Explain the meaning of Corporate brand (2 Marks)
- ii. What is the purpose of corporate brand in a business organization? (4 Marks)

iii. List and describe any two trends making corporate brand relevant and push towards integrated communication (4 Marks)

#### **QUESTION FOUR**

- a) i. What is the role of brand equity in a business organization? (2 Marks)
- ii. List and describe two components of brand equity. (4 Marks)
- b) List and describe three clusters of task related communication within a business organization. (6 Marks)
- c) Distinguish between the terms below: (6 Marks)
- i. Corporate brand
  - ii. Corporate image
- d) Corporate reputation: How does corporate reputation form? (2 Marks)

#### **QUESTION FIVE**

- a) Expound the mnemonic process through which observers come to know a company. (10 Marks)
- b) What role does advertising play in the mnemonic process cited above? (4 Marks)
- c) Distinguish between organization's actual, projected and perceived attributes while explaining how you go about discovering the same (6 Marks)

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