



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2022/2023 ACADEMIC YEAR  
FIRST YEAR SECOND SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES  
B.A LANGUAGE AND COMMUNICATION  
(CORPORATE COMMUNICATION)**

**COURSE CODE : LAC 1209-1  
COURSE TITLE : INTRODUCTION TO  
CORPORATE COMMUNICATION**

**DATE: 27/4/2023**

**TIME: 0830-1030 HRS**

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## **INSTRUCTIONS TO CANDIDATES**

Question **ONE** is compulsory

Answer any other **TWO** questions

*This paper consists of 2 printed pages. Please turn over*

### **QUESTION ONE**

You are a communication officer in the department of corporate communication, explain ways in which the communication team from your department can use to enhance effective communication. (20mks)

### **QUESTION TWO**

Explain the importance of corporate communication to the success of any business or organization. (15mks)

### **QUESTION THREE**

As a Public Relations (PR) manager in your organization, a crisis has occurred in the organization, explain the steps you will take in sorting the crisis. (15mks)

### **QUESTION FOUR**

Explain each of the following terms as used in the study of corporate communication:

- I). Corporate reputation (3mks)
- II). Knowledge culture (3mks)
- III). Internal communication (3mks)
- IV). Brand ambassador (3mks)
- V). Corporate reputation (3mks)

### **QUESTION FIVE**

- a). You have been approached by the communication department in Maasai Mara University as a communication expert to do some branding for the institution, briefly explain how you will carry out this activity. (8mks)
- b). Briefly, explain the role of PR in corporate communication. (7mks)

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