



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

SECOND YEAR SECOND SEMESTER

SCHOOL OF ARTS HUMANITIES SOCIAL

SCIENCES & CREATIVE INDUSTRIES

COURSE CODE: CMJ 3206-1

COURSE TITLE: CORPORATE

COMMUNICATION

DATE: 25/4/2023

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE AND ANY OTHER TWO FROM SECTION B

1.What is corporate communication, and what are its key components?
(3 marks)

2.Discuss the importance of effective corporate communication in maintaining a positive corporate image and reputation.
(3 Marks)

3. Using examples, explore the role of corporate communication in crisis management, stakeholder engagement, and the creation of a strong corporate culture.
(3 Marks)

5.Using examples, explore the opportunities and challenges presented by digital communication tools
(5 marks)

b)Discuss how organizations can leverage these tools to enhance their communication strategies.
(2 marks)

6.What are the ethical considerations that arise in corporate communication? Discuss the importance of transparency, honesty, and integrity in communicating with stakeholders
(4 Marks)

Section B

1.Explore the potential consequences of miscommunication or deceptive communication practices. Using case studies, discuss the impact of ethical communication practices on corporate success and reputation
(15 marks)

2.How does the media shape and influence corporate communication, and how does corporate communication, in turn, impact media coverage and public perception? Using examples, explore the complex interplay between the media and corporate communication, and discuss the impact of this interplay on the way that organizations are perceived by the public.
(15 marks)

3. Discuss the role of corporate social responsibility in shaping ethical corporate communication practices, and explore the impact of ethical communication on corporate success and reputation
(15 marks)

4. Discuss the evolution of corporate communication as a field of study, from its origins in public relations to its current status as a strategic function within organizations. Using examples, explore the key theoretical frameworks that underpin the practice of corporate communication, including stakeholder theory, relationship management, and strategic communication.
(15 marks)

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