



MAASAI MARA UNIVERSITY

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

**SCHOOL OF ARTS, HUMANITIES SOCIAL SCIENCES
& CREATIVE INDUSTRIES
BACHELOR OF ARTS LANGUAGE &
COMMUNICATION (CORPORATE
COMMUNICATION)**

**COURSE CODE: LAC 4110
COURSE TITLE: CORPORATE COMMUNICATION**

DATE: 9TH DECEMBER, 2022

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

- **Question One is Compulsory**
- **Answer Any Other TWO**

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

QUESTION ONE

- i). Explain the term corporate communication. (3mks)
- ii). Describe ways in which corporate communication works. (15mks)
- iii). What is Corporate Branding? (2mks)

- iv). 'Corporate branding is necessary for any organization or company'. Discuss. (10mks)

QUESTION TWO

- i). Discuss the relevance of Public Relations to an organization. (10mks)
- ii). Explain the roles of a public relations specialist or manager. (10mks)

QUESTION THREE

Discuss the benefits of corporate communication. (20mks)

QUESTION FOUR

Explain the following terminologies used in corporate communication:

(20mks)

- i). Identity mix
- ii). Corporate image
- iii). Brand awareness
- iv). Corporate responsibility
- v). Investor relations

QUESTION FIVE

With relevance to internal and external communication, explain how as a communication expert you can enhance corporate communication.(20mks)

///END///