



# 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  
10.30AM**

**TIME: 8.30AM-**

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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)

//ENDS//