

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION
ADVERTISING AND PR
EXAMINATION: DECEMBER - 2025
THIRD SEMESTER
Sub: Corporate Communication (MADPR 22-303)

Date: 18/12/2025

Total Marks : 40

Time: 2.00 pm to 4.00 pm

Instruction:

All questions are compulsory.

Q. 1. Answer the following. (Any One) (15)

A) Explain the scope of corporate communication. Explain how PR works in the corporate sector.

OR

B) What do you mean by corporate identity? What is media relation in PR?

Q. 2. Write short notes. (Any Three) (15)

- 1) PR in government vs. corporate sectors
- 2) E-PR
- 3) Traditional media Vs. New mass media for PR activities.
- 4) Government communication

Q. 3. Open Ended Question (10)

Create a communication strategy to build corporate identity.
