



KARATINA UNIVERSITY
UNIVERSITY EXAMINATIONS
FOURTH YEAR, FIRST SEMESTER EXAMINATION
2023/2024 ACADEMIC YEAR

FOR THE DEGREE OF
BACHELOR OF SCIENCE IN COMMUNICATION AND PUBLIC
RELATIONS
COURSE CODE: CCM 403
COURSE TITLE: CORPORATE COMMUNICATION

DATE: 11TH DECEMBER, 2023 TIME: 8.00AM-10.00AM

INSTRUCTION TO CANDIDATES

See Inside

CMM 403: CORPORATE COMMUNICATION

Answer Three Questions, Question One Is Compulsory

1. Read the case study below and answer the questions that follow.

Domex Company Limited

1). Domex Company is a large multinational company based in Kenya. Communication professionals in the organization are facing lot of challenges in the areas of corporate and brand positioning, internal relations in change situations, brand management and dynamic new communication technologies. All communication is based on organizational strategy and the communication professionals are expected to fulfill the objectives of the organization.

The company is also increasingly under pressure from many different groups of people who have different agendas and interests. The companies is experiencing this pressure both internally from their own employees and externally from customers, investors, interest groups, and many others, who expect the companies to provide results, information, etc. faster and more efficiently.

- a) Explain how Domex Company can facilitate informal communication in the organization. (4 marks)
- b) Describe five types of social media platforms which corporate communication can occur in the above company. (5 marks)
- c) Explain three tools the above organizations can use to document work processes. (6 marks)
- d) Explain why it is necessary for the above company to pay attention to stakeholder management. (5 marks)

- e) Explain the reasons why the above organization should brand their business. (5 marks)
2. a) Discuss the management function of corporate communication. (10 marks)
- b) Explain the importance of Public Affairs to an organization. (5 marks)
3. a) Analyses the Business Trends in corporate communication. (10 marks)
- b) Explain five reasons why it is important for organizations to have a strong corporate identity. (5 marks)
4. a) Assuming that you are the manager of an upcoming bank in Nyeri and that you wish to improve stakeholder relationship in the bank. Discuss the steps you and the management team will take in the process of stakeholder management. (12 marks)
- b) Examine three factors that affect corporate image of an organization. (3 marks)
5. a) The concept of Brand Equity came into the mind of Paul when he wanted to make a choice of toothpaste to purchase. Analyse five factors contributing to brand equity that will influence the choice Paul will make. (10 marks)
- b) Explain how corporate communication is a strategic tool for the corporation to gain competitive advantage. (5 marks)
6. a) Understanding what drives CSR in different contexts is critically important to the future evolution of the agenda. With relevant examples analyse five drives of CSR (10 marks)
- b) Illustrate the importance of community relations. (5 marks)