



**BHARATI VIDYAPEETH'S**

**INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)**

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**Course Code:** BAJMC 210

**Course Name:** Corporate Communication

## **Assignment 2**

(Based on Unit-3)

**Q1.** "Corporate Identity plays a crucial role in shaping a company's public image and branding. How does a well-defined Corporate Identity contribute to the overall branding and perception of an organization?" (BTL1)

**Q2.** "Corporate Advertising is a powerful tool for companies to communicate their values and messages to the target audience. Explain the concept of Corporate Advertising and highlight its key differences from other forms of marketing communication?" (BTL2)

**Q3.** "Corporate Advertising serves multiple functions in promoting a company's image and objectives. Interpret the various functions of Corporate Advertising and how they contribute to building a strong brand presence." (BTL3)

**Q4.** "Effective communication is essential for organizational success, and different communication structures impact collaboration. Illustrate your views on organizing communication within an organization, including vertical, horizontal, and lateral channels." (BTL4)

**Q5.** "Conducting a Corporate Identity Audit is vital for organizations to assess their branding strategies. Develop and outline the essential steps involved in performing a thorough Corporate Identity Audit." (BTL5)

**Q6.** Evaluate "A well-crafted Communication Strategy is crucial for achieving organizational objectives and maintaining a positive brand image. Create an effective Communication Strategy and elaborate on its key elements and how it reflects the organization's values and goals." (BTL6)