

Maximum Marks: 75

Duration: 2.5 hrs

Note:

1. All questions are compulsory.
2. Draw well labelled diagrams where necessary.
3. Figures to the right indicate full marks.

Q 1 A. Choose the correct answers from the given alternatives: (Any Eight) (8)

1. Corporate communication does not entail -----
(Corporate identity, Corporate Image, Corporate Reputation, Corporate Competition)
2. ----- is the most important part of the public relations that involves journalists
(press relations, employee relations, investor relations, supplier relations.)
3. Written defamation is called -----
(libel, slander, grapevine, rumour)
4. PR and ----- are two closely associated fields.
(politics, production, policies, pricing)
5. The ----- is the most accessible and oldest medium to disseminate information.
(newspaper, television, radio, internet)
6. The first rule of crisis management is to -----
(communicate, ignore, avoid media, defend)
7. The ----- theory views organization as a part of social unit
(systems, social exchange, situational, diffusion)
8. The word ----- is short for "weblog"
(blog, skype, twitter, log book)
9. A firm's communication must always be -----
(two-way, one-way, informal, dubious)
10. An E-Zine is an online -----
(magazine, book, journal, website)

B. Match the following: (Any Seven) (7)

A	B
1. Right to information	a. Management function
2. Corporate communication	b. Access to records
3. CSR	c. Internal and external
4. Stakeholders	d. Corporate reputation
5. Crisis	e. 1986
6. The Consumer Protection Act	f. Strike
7. Media relations	g. Intrusion of solitude
8. RSS	h. Maximum coverage
9. Zig Bee	i. Really simple syndication
10. Invasion of privacy	j. Wireless communication

- Q.2 a) What do you mean by corporate communication? Explain its scope. (8)
b) What is corporate reputation? State the benefits of corporate reputation (7)

OR

- c) Define corporate image. Explain the factors influencing corporate image. (8)
d) Enumerate on defamation in detail and its types. (7)

- Q.3 a) Define public relations. Describe various objectives of public relations (8)
b) Describe the causes of growth of public relations (7)

OR

- c) Explain the systems theory of public relations with diagram (8)
d) Describe the economic and social issues in public relations environment (7)

- Q.4 a) Describe the steps in implementing an effective employee communication Programme. (8)
b) What is the role of communication in crisis? (7)

OR

- c) What is the role of management in employee communication? (8)
d) What is financial advertising? Explain its advantages. (7)

- Q.5 a) Describe the functions of communication technology in corporate communication. (8)
b) Discuss on technological tools of communication. (7)

OR

- c) Write short notes: (Any Three) (15)

1. Corporate Blogs
2. Really simple syndication
- 3.E- Media Relations
4. RTI
5. Sources of media information
