

TIME : 2.5 HOURS

MARKS: 75

Note : 1) All questions are compulsory with internal choice.

2) Figures to right indicate full marks.

Q. 1 A) State whether the following statements are True or False (Any Eight) (8)

- 1) Corporate Communication is a management function.
- 2) A VNR is usually distributed by satellite
- 3) Situational Theory focusses on information diffusion.
- 4) Propaganda Tactics were used in Public Information.
- 5) Corporate image and corporate reputation are same.
- 6) Media is a powerful tool in reaching the masses.
- 7) Communicating with the financial public is known as Financial Public Relations.
- 8) Crisis always improves the reputation of the company.
- 9) Newspapers and Magazines are oldest forms of Print Media.
- 10) Libel and Slander are types of defamation

B) Match the column (Any Seven) (7)

A

- 1) Employee Communication
- 2) Electronic Media Kit
- 3) Corporate Identity
- 4) Two Way Asymmetrical
- 5) E brand Identity
- 6) Crisis Communication
- 7) Financial Communication Expert
- 8) Online Chat
- 9) Broadcast Media
- 10) Webcasting

B

- a) Symbolism
- b) Real time exchange of messages
- c) Radio & Television
- d) Financial Publicity
- e) Press Kit
- f) Streaming videos on Internet
- g) Website
- h) Formative Research
- i) Trust Building
- j) Internal Communication

Q.2 a) What is corporate communication? Mention its basic elements (8)

b) Discuss internal and external tools of corporate communication (7)

OR

- c) Explain the scope of Corporate Communication (8)
- d) Describe different types of Invasion of Privacy with relevant examples. (7)

- Q.3 a) What is meant by Public Relations? Explain its essentials (8)
- b) Explain the Diffusion theory of public relations. (7)

OR

- c) Discuss the objectives of Public Relations in business. (8)
- d) State the Economic and Technological factors influencing public relation environment. (7)

- Q.4 a) Discuss the various guidelines for handling crisis (8)
- b) What is Financial Communication? State the various types of financial public (7)

OR

- c) Explain the principles of good media relations. (8)
- d) State the sources of good employee communication. (7)

- Q.5 a) Discuss today's communication technology with suitable examples. (8)
- b) State the characteristics of blogs. (7)

OR

- C) Write short notes on (Any three) (15)
- a) RTI
 - b) Types of Blogs
 - c) Systems theory
 - d) Web Conferencing and RSS
 - e) E-Internal Communication
