

SYBAMMC/SEM III/EXT/ CORPORATE COMMUNICATION AND PUBLIC RELATIONS

Time: 2½ hrs

Marks:75

- Note:**
1. All questions are compulsory with internal options.
 2. Figures to the right indicate full marks.
 3. Draw a neat diagram wherever necessary.

Q.1 Explain the following concepts. (Any five) (15)

- (a) Corporate communication
- (b) Letterhead
- (c) LOGO
- (d) Cyber Crime
- (e) External PR
- (f) Business card
- (g) RTI
- (h) Employee Communication

Q.2 Answer the following questions. (15)

- (a) What are the factors of the corporate image?
- (b) Explain diffusion theory.

OR

Q.2 Answer the following questions. (15)

- (c) What are media relations? Explain its importance.
- (d) Explain blogs and their types.

Q.3 Answer the following questions. (15)

- (a) Explain the Copyright Act and its guidelines.
- (b) What are the objectives of Publicity?

OR

Q.3 Answer the following questions. (15)

- (c) Explain the various guidelines for handling crises.
- (d) What are the pros and cons of technology used in Corporate communication?

Q.4 Answer the following questions. (15)

- (a) What is a Press Conference? Mention the factors to be considered to organize a successful press conference.
- (b) Explain the role of Health care PR.

OR

Q.4 Answer the following questions. (15)

- (c) What are the five tips for a good advertorial?
- (d) Write a note on the Online newsletter.

Q.5 Write a short note. (Any Three) (15)

- (a) Online press release
- (b) Defamation
- (c) Financial advertising
- (d) Storytelling in social media marketing
- (e) Viral marketing