

Program/Sem: T.Y.B.M.S – Sem - V

Course: CCPR

Program Code: 2M00155

Course Code: 46002

Duration: 2 ½ Hour

04 NOV 2025

Max. Marks: 75

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Q. 1 Attempt the following.

A. Fill in the blanks with an appropriate answer from the alternatives given. (Any 8) [08]

- i). Social Exchange theory is about _____.
(a) rewards (b) media
(c) rules (d) money
- ii). Corporate communication connects an organization with its _____.
(a) employees (b) stakeholders
(c) media (d) government
- iii). Employee communication improves _____.
(a) leave (b) salary
(c) morale (d) conflict
- iv). Corporate blogging builds _____.
(a) reputation (b) loss
(c) conflict (d) silence
- v). The Copyright act protects _____.
(a) ideas (b) work
(c) inventions (d) property
- vi). Crisis communication builds _____.
(a) conflict (b) anger
(c) trust (d) silence

- vii). International PR grew with _____.
- (a) recession (b) globalisation
(c) localisation (d) inflation
- viii) The identity of defendants is unknown at the time of filing of petitions as per _____.
- (a) RTI (b) Invasion of privacy
(c) John Doe Orders (d) Defamation
- ix). E-brand identity creates _____.
- (a) delay (b) resolution
(c) cost (d) image
- x). PR is based on _____.
- (a) selling (b) communication
(c) human resource (d) advertising

B. True or False: (Any 7)

[07]

- i). Corporate communication is only internal.
- ii). RSS shares online updates.
- iii). The PR environment includes laws.
- iv). Propaganda tactics were employed in public information campaigns.
- v). The media is a powerful tool in reaching the masses.
- vi). VNR is usually distributed by satellite.
- vii). Crisis always improves the reputation of the company.
- viii) New media excludes social media.
- ix). Corporate identity and image are the same.
- x). E-internal communication uses email.

Q. 2 Attempt either A or B.

[15]

- A. a) Enumerate briefly the advantages of a good corporate reputation.
- b) Discuss the importance of ethics in corporate communication.

[08]

[07]

OR

- B. c) What do you mean by corporate communication? Explain its scope. [08]
 d) Explain the copyright act and the law of defamation in brief. [07]
- Q. 3 Attempt either A or B. [15]**
- A. a) Elucidate the significance of public relations. [08]
 b) Define public relations. What are its essentials? [07]
- OR**
- B. c) Explain the diffusion theory of public relations. [08]
 d) Discuss the objectives of public relations in business. [07]
- Q. 4 Attempt either A or B. [15]**
- A. a) How to build effective media relations? Explain it briefly. [08]
 b) What are the sources of employee communication? [07]
- OR**
- B. c) Explain the advantages of financial advertising. [08]
 d) What is the role of management in employee communication? [07]
- Q. 5 Attempt either (A and B) or C. [15]**
- A. Elaborate on the steps of making a business blog. [08]
 B. Discuss the importance of technology in corporate communication. [07]
- OR**
- C. Short Note: (Any 3) (5 marks each) [15]**
- a) RSS
 b) Sources of media information
 c) Features of corporate blogs
 d) RTI
 e) Systems theory

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