

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

viii) The identity of defendants is unknown at the time of filing of petitions as per

ix). E-brand identity creates

x). PR is based on .

B. True or False: (Any 7)

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- 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.

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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