NEP - Semester End Examination – October 2025

Program: SYBAMMC **Course:** Corporate Communication and Public Relations

Program Code: UGMMC01 **Course Code:** NUMM302

Duration: 2 Hours **Max. Marks:** 60

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

Q. 1		Explain the Concepts (any five out of eight) (3 marks each)	[15]	Course Outcome	Knowledge Level
	(a)	Define Corporate Communication and explain its scope.		CO1	L1
	(b)	Explain Corporate Identity with examples.		CO1	L2
	(c)	Define Corporate Reputation and its importance.		CO1	L1
	(d)	Examine methods of Trust Building in Corporate Communication.		CO3	L4
	(e)	Explain the Growth of PR in India.		CO2	L2
	(f)	Describe Grunig's Four Models of PR.		CO2	L2
	(g)	Define Media Relations and its role in corporate communication.		CO3	L1
	(h)	Explain E-Public Relations and its significance.		CO4	L2
Q. 2		Attempt either A and B or C and D from the following:	[15]	Course Outcome	Knowledge Level
	(a)	Apply the concept of Corporate Identity to evaluate an Indian company.	(8)	CO1	L3
	(b)	Analyze situational theory to explain how PR campaigns adapt to audience needs.	(7)	CO2	L4
		OR			
	(c)	Explain the steps in implementing an effective employee communication programme.	(8)	CO3	L2
	(d)	Evaluate the impact of viral marketing campaigns.	(7)	CO4	L5

Q. 3		Attempt either A and B or C and D from the following:	[15]	Course Outcome	Knowledge Level
	(a)	Analyze the difference between traditional and digital media in reputation management.	(8)	CO1	L4
	(b)	Develop a PR plan for a healthcare company.	(7)	CO2	L6
		OR			
	(c)	Formulate a crisis communication plan for a company.	(8)	CO3	L6
	(d)	Design a social media PR strategy for a startup.	(7)	CO4	L6
Q. 4		Short Notes (any three out of five) (5 marks each)	[15]	Course Outcome	Knowledge Level
	(a)	Pseudo-events in PR		CO1	L2
	(b)	Public Relations		CO2	L1
	(c)	Employee Communication		CO3	L2
	(d)	Propaganda in PR		CO2	L2
	(e)	Viral Marketing		CO4	L2