

24/10/24

TYBMS SEM - V

REGULAR EXAM OCT 2024

M

- Q.2 a) Describe different types of Invasion of Privacy with relevant examples. (8)
- b) State the advantages of Corporate Reputation. (7)

OR

- c) Discuss the relevance of corporate communication in contemporary scenario. (8)
- d) Explain the features of Corporate Identity. (7)

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

OR

- c) Discuss the essentials of Public Relations in business. (8)
- d) State the socio cultural and political factors influencing public relation environment. (7)

- Q.4 a) Elaborate the steps in implementing an effective Employee Communication Program (8)
- b) What is meant by Financial Advertising ? State its significant benefits. (7)

OR

- c) State the guidelines for effectively handling crisis. (8)
- d) Explain the principles of good media relations. (7)

- Q. 5 a) Discuss various tools used for E Internal Communication. (8)
- b) What is Corporate Blogging ? State various types of blogs with examples (7)

OR

- C) Write short notes on (Any three) (15)
- a) RTI
- b) Impact of Crisis
- c) Diffusion theory
- d) Web Conferencing and RSS
- e) Tools of e Media Relations

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Time : 2:30 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) An ANR is usually distributed by satellite
- 2) Annual Report is an important Tool of Employee Communication.
- 3) Newspapers and Magazines are examples of Contemporary Media
- 4) Situational Theory focusses on information diffusion.
- 5) Propoganda Tactics were used in Public Information.
- 6) Media is a powerful tool in reaching the masses.
- 7) Communicating with the financial public is known as Financial Public Relations.
- 8) Public Agency is the oldest form of public relations.
- 9) Press release is also called as a press handout
- 10) Corporate identity is the tangible manifestation of personality of the company.

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

A

- 1) Inner Image
- 2) Corporate Image
- 3) Webcasting
- 4) Financial communication
- 5) Electronic Media Kit
- 6) Broadcast Media
- 7) Social Exchange Theory
- 8) E brand Identity /
- 9) Crisis Management
- 10) Podcast

B

- a) General Impression
- c) Syndicated Content
- d) Financial Analyst
- c) Radio & Television
- j) Employee Behaviour
- i) Trust Building
- g) Website
- f) Streaming videos on Internet
- g) Press Kit
- h) Cost Benefit Relationship