## Paper / Subject Code: 12603 / Corporate Communication and Public Relations

Q. P. Code: 31729

<ul> <li>Q1) Answer any two of the following:</li> <li>A) What is corporate identity? How can companies reap the benefits of managing corporate effectively?</li> </ul>	15 marks identity
<ul> <li>B) Define corporate communication and enumerate on its scope.</li> </ul>	
<ul><li>B) Define corporate communication and</li><li>C) List the types of mass media laws. Explain defamation in brief.</li></ul>	
E SE	15 marks
Q2) Answer any two of the following:	
What is DD2 Elaborate on the essentials of PK.	9433
<ul><li>A) what is FKY Elaborate on the cart</li><li>B) Comment on 'economic and political trends influence business of a company'.</li></ul>	4.975
C) Explain situational theory used in PR.	
<ul><li>Q3) Answer any two of the following:</li><li>A) What are the ways in which company can make effective media relations?</li></ul>	15 marks

- A) What are the ways in B) Discuss on role of management in employee communication.
- C) If an organisation undergoes crisis, what will be the role of communication during the crisis?

Q4) Answer any two of the following:

- A) Mention various technological tools of corporate communication.
- B) Describe different types of corporate blogs.
- C) Write a short note on E-brand Identity and its advantages.

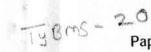
15 marks

Q5) Solve the following case and answer the questions given below: Star ltd. is a well-known company in fashion industry. They are known for high-quality products and customer relationship management. Recently, they got embroiled in a controversy with respect to employment of under-age children in their production plant. This had a huge impact on their reputation. The company has planned on doing a press release.

Questions:

- 1. As a PR manager, how will you handle the crisis?
- 2. Design a press release for the mentioned crisis.

Time: 2:30 Hours



Marks: 75

15 marks