

TyBms - 20

Time: 2:30 Hours

Marks: 75

Q1) Answer **any two** of the following:

15 marks

- A) What is corporate identity? How can companies reap the benefits of managing corporate identity effectively?
- B) Define corporate communication and enumerate on its scope.
- C) List the types of mass media laws. Explain defamation in brief.

Q2) Answer **any two** of the following:

15 marks

- A) What is PR? Elaborate on the essentials of PR.
- B) Comment on 'economic and political trends influence business of a company'.
- C) Explain situational theory used in PR.

Q3) Answer **any two** of the following:

15 marks

- A) What are the ways in which company can make effective media relations?
- 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:

15 marks

- 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.

Q5) Solve the following case and answer the questions given below:

15 marks

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.

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