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

Q. P. Code: 31729

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

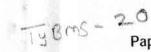
15 marks

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