

Q.P. Code :04197

[Time: 2½ Hours]

[Marks:75]

Please check whether you have got the right question paper.

N.B: 1. Figures to the right indicate full marks.

2. Attempt All question.

Q.1	Answer the following (any two) a) Enumerate on the need and relevance of corporate communication in India. b) Explain in detail the various factors affecting corporate image. c) Write note on RTI.	15
Q.2	Answer the following (any two) a) What are the objectives of public relations. b) How do social and cultural trends influence business of a company? c) Explain Systems theory used in public relation.	15
Q.3	Answer the following (any two) a) What are the principles of good media relation? b) Explain the steps in implementing an effective employee communication program. c) What is financial advertising? State its advantages.	15
Q.4	Answer the following (any two) a) Explain web conferencing and Really simple syndication. b) What are the advantages of using website for brand identity? c) Explain the process of making a business blog.	15
Q.5	Solve the following case Pepsi corporation faced a major crisis in 1993 with claims of syringes being found in cans of Diet Pepsi. The company had the situation investigated which led to arrest of a woman who was caught on video while inserting a syringe into the can. The company also made public communication effective throughout the crisis. They also ran series of special campaigns designed to thank public for standing by the corporation. a) Analyze the case and enumerate on importance of crisis management. b) Mention the guidelines for handling a crisis.	15