

Duration: 2.5 hrs

Maximum Marks: 75

Note:

1. All questions are compulsory.
2. Draw well labelled diagrams where necessary.
3. Figures to the right indicate full marks.

Q1. A. State whether the following statements are True or False: (Any 8)

(8)

1. Corporate communication also incorporates corporate social responsibility.
2. Free speech encourages open communication.
3. Public relations division can act as image makers for the organisation.
4. Edward Bernays is considered as the founder of the modern public relations.
5. All people have the same idea of recreation.
6. Situational theory looked at the behavioural patterns of publics.
7. When company aims to attain sustainable growth media relations becomes very important.
8. Interactive video interviews facilitate two way communications.
9. Business partners cannot be called as financial public.
10. A blogpost need not have title.

Q1. B. Match the Column: (Any 7)

(7)

A	B
1. Udata Punjab	a. Virtual Meetings
2. RTI	b. Facebook
3. Economic Issues	c. Cost and Benefit
4. Tele Conferencing	d. Meetings and Reports
5. Social Networking	e. Inflation
6. Social Exchange Theory	f. Quality Goods and Services
7. Internal Communication	g. Jargons and Dress Code
8. Corporate Image	h. Online Piracy
9. Corporate Identity	i. Access to Records
10. RSS	j. Uses XML Language

Q2.

- a. Discuss the need of corporate communication. (8)
- b. Explain various factors influencing corporate image. (7)

OR

- c. Explain Copyright Act and Law of Defamation in brief. (8)
- d. Explain importance of ethics in corporate communication. (7)

Q3.

- a. Discuss the significance of public relation. (8)
- b. Discuss the legal and socio cultural issues in public relations. (7)

OR

- c. Discuss Social Exchange theory of PR with relevant examples. (8)
- d. Discuss the reasons for growth of public relations. (7)

Q4.

- a. How can the management organize employee communication? (8)
- b. Discuss in brief the impact of crisis. (7)

OR

- c. Explain the various PR tools in financial communication. (8)
- d. How will u build effective media relations if you are the PR manager? (7)

Q5.

- a. What are the steps involved in making a business blog. (8)
- b. Write a brief note on E Branding. (7)

OR

- c. Write short notes on (Any 3): (15)
  - 1. Corporate Identity
  - 2. Digital Piracy
  - 3. Trust Building
  - 4. Web Conferencing
  - 5. Types of Corporate Blogs

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