

20/11/19

TYBMS

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Paper / Subject Code: 46002 / Corporate Communication & Public Relations

174

(2½ Hours)

[Total Marks: 75]

Note – Attempt all questions

Figures to the right indicate full marks

Q.I A) Choose the correct alternative (Any 8)

(08)

1. The word.....is short form for “web blog” (blog, skype, email)
2. Communicating withpublic is known as financial communication (consumer, financial, government)
3. Majority of corporate crisis arises due toproblems (external, internal, public)
4.is the first step for effective media relations (research, press materials, third party experts)
5. The identity of defendants are unknown at the time of filing of petitions as per(RTI, Defamation, John Doe Orders)
6.refers to collective judgement of a corporation (image, brand, reputation)
7.theory uses the economic metaphor of cost and benefit to predict behavior (social exchange theory, systems theory, diffusion theory)
8.is the most important part of public relations (press relations, employee relations, investor relations)
9.allows to connect a variety of different electronic devices wirelessly (Satellites, LAN, Bluetooth)
10. Public relations have emerged as acommunication network (national, global, multinational)

Q.I B) Match The Following (Any 7)

(07)

1 Situational theory	A culture
2 Written defamation	B slander
3 spoken defamation	C talking in jargon
4 Powerful segment of society	D libel
5 Classic mistake	E Web Conferencing
6 Traditional method	F publically available
7 Interact over internet	G Stakeholders
8 External blog	H press conferences
9 E-zines	I stockholders
10 Financial communication	J online magazines

Q.II A) Explain corporate identity. Mention its features

(08)

B) Explain Copyright Act in brief

(07)

OR

C) Enumerate on role of ethics in corporate communication

(08)

D) Discuss relevance of corporate communication

(07)

Q.IIIA) Explain systems theory used in public relation with diagram (08)
B) Define public relation. Discuss its essentials (07)

OR

C) Discuss the influence of social and cultural trends on business of the company (08)
D) Discuss the growth of PR in India (07)

Q.IVA) What is financial advertising? State its advantages (08)

B) What are the sources of employee communication? (07)

OR

C) Elaborate on the guidelines for handling crisis (08)

D) Discuss principles of good media relations (07)

Q.V A) Enumerate on the functions of communication technology in corporate communication (08)

B) Explain different types of corporate blogs (07)

OR

C) Write Short Notes (Any 3) (15)

- i. Really Simple Syndication
- ii. Press Release
- iii. E-Media relations
- iv. Crisis management
- v. RTI