

TIME : 2.5 HOURS

MARKS: 75

Note : 1) All questions are compulsory with internal choice.

2) Figures to right indicate full marks.

Q. 1 A) State whether the following statements are True or False (Any Eight) (8)

- 1) Corporate Communication is a management function.
- 2) A VNR is usually distributed by satellite
- 3) Situational Theory focusses on information diffusion.
- 4) Propaganda Tactics were used in Public Information.
- 5) Corporate image and corporate reputation are same.
- 6) Media is a powerful tool in reaching the masses.
- 7) Communicating with the financial public is known as Financial Public Relations.
- 8) Crisis always improves the reputation of the company.
- 9) Newspapers and Magazines are oldest forms of Print Media.
- 10) Libel and Slander are types of defamation

B) Match the column (Any Seven) (7)

A

B

- | | |
|-----------------------------------|-----------------------------------|
| 1) Employee Communication | a) Symbolism |
| 2) Electronic Media Kit | b) Real time exchange of messages |
| 3) Corporate Identity | c) Radio & Television |
| 4) Two Way Asymmetrical | d) Financial Publicity |
| 5) E brand Identity | e) Press Kit |
| 6) Crisis Communication | f) Streaming videos on Internet |
| 7) Financial Communication Expert | g) Website |
| 8) Online Chat | h) Formative Research |
| 9) Broadcast Media | i) Trust Building |
| 10) Webcasting | j) Internal Communication |

Q.2 a) What is corporate communication? Mention its basic elements (8)

b) Discuss internal and external tools of corporate communication (7)

OR

- c) Explain the scope of Corporate Communication (8)
d) Describe different types of Invasion of Privacy with relevant examples. (7)

- Q.3 a) What is meant by Public Relations? Explain its essentials (8)
b) Explain the Diffusion theory of public relations. (7)

OR

- c) Discuss the objectives of Public Relations in business. (8)
d) State the Economic and Technological factors influencing public relation environment. (7)

- Q.4 a) Discuss the various guidelines for handling crisis (8)
b) What is Financial Communication? State the various types of financial public (7)

OR

- c) Explain the principles of good media relations. (8)
d) State the sources of good employee communication. (7)

- Q.5 a) Discuss today's communication technology with suitable examples. (8)
b) State the characteristics of blogs. (7)

OR

- C) Write short notes on (Any three) (15)
a) RTI
b) Types of Blogs
c) Systems theory
d) Web Conferencing and RSS
e) E-Internal Communication
