

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) Public information is the oldest form of public relations.
- 2) A press kit is strictly for reporters or publications.
- 3) Social Exchange Theory uses the economic metaphor of costs and benefits to Predict behavior.
- 4) VNR is usually distributed by satellite.
- 5) Corporate image and corporate identity are synonyms.
- 6) Media relations influences public awareness and organizational image.
- 7) The first rule of crisis management is to communicate.
- 8) Blogs are excellent system of monitoring and environmental scanning tool.
- 9) Public relations deals with external environment only.
- 10) Webcasting is a form of broadcasting production that incorporates streaming Video and audio on the internet.

B) Match the column (Any Seven) 7

- | A | B |
|----------------------------|----------------------------------|
| 1) Inner image | a) Skype |
| 2) News Letter | b) Visual Identity |
| 3) Situational Theory | c) Propaganda tactics |
| 4) Two Way Symmetrical | d) Financial Analysts |
| 5) Symbolism | e) Syndicated content. |
| 6) Press Agency | f) Website |
| 7) Financial communication | g) Problem recognition |
| 8) Podcasts | h) Employee oriented publication |
| 9) E-Brand identity | i) Mutual understanding |
| 10) Web Conferencing | j) Employee behavior |

Q.2 a) State the advantages of good corporate reputation. 8

b) What is corporate communication? Discuss its scope 7

OR

c) Discuss the various mass media laws in corporate communication. 8

d) Explain the relevance of corporate communication in contemporary scenario. 7

Q.3 a) Explain the Systems theory of public relations with suitable examples. 8

b) Discuss the growth of public relations in India. 7

OR

c) Define Public Relations. State its objectives. 8

d) State the socio-cultural and technological factors influencing public relations Environment. 7

Q.4 a) What are the guidelines for handling crisis? 8

b) Discuss the advantages of financial advertising 7

OR

- c) Explain the steps in implementing an effective employee communication programme. 8
- d) State the principles of good media relations. 7

- Q. 5 a) Explain the technological tools of communication used commonly nowadays. 8
- b) What is meant by corporate blogging? State the different types of corporate blogs. 7

OR

Write short notes on (Any three)

- a) Web conferencing and RSS 15
- b) Corporate identity
- c) Diffusion theory
- d) E- Internal communication
- e) Sources of employee communication
