

Time: 2:30 Hours

Marks: 75

Note:

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

Q1. Answer the following:

A. Multiple Choice Questions(any 8)

8 marks

1. \_\_\_\_\_ principles are to be followed by the business in order to survive in long run. (profit motive, ethical, CSR, Profiteering)
2. \_\_\_\_\_ theory is another way to look at how people process and accept information. (social exchange, situational, system, diffusion)
3. The media shapes our \_\_\_\_\_ (opinion, plan, attitude, values)
4. \_\_\_\_\_ is a page on company's website that contains resources for the reporters. (RSS, Blog, Press Kit, Web Chat)
5. Corporate \_\_\_\_\_ have shaken public confidence in corporate management. (scams, finance, governance, policies)
6. The basic purpose of arranging \_\_\_\_\_ is to obtain publicity in connection with important news. (press conference, in house campaign, meetings, press release)
7. The beginning of PR date back to the early 1990s which witnessed the big change in \_\_\_\_\_ (America, China, Japan, India)
8. \_\_\_\_\_ is not an audience for financial communication. (Financial analyst, individual stakeholder, auditors, psychologist)
9. The \_\_\_\_\_ is most accessible medium to disseminate information. (newspaper, television, radio, OTT platforms)
10. Social \_\_\_\_\_ gives professionals the power to understand the public opinion before it turns into a trending topic. (Listening, media, posting, committee)

B. State whether the following statements are true or false (any 7)

7 marks

1. Corporate Communication serve several audiences and purposes external to organization.
2. In a business environment socio cultural forces never interact with economic forces.
3. Tata was the pioneer of PR in form of Philanthropy.
4. In the systems theory, there are six types of systems
5. PR practitioners must use only one medium of information to build relationship.
6. Corporate communication is a management function.
7. Edward Bernay is considered as father of modern public relations.
8. The PR roles is restricted to perform the routine functions related to crisis situation.
9. Digital marketing is a traditional phenomenon which let you promote your products or services all over the world.
10. Higher level of customer satisfaction is the key to success which can be achieved without a real time customer support process.

**Q2.**

- a. Point out the relevance of corporate communication in contemporary scenario. (8)
- b. Explain law of invasion of privacy with examples. (7)

**OR**

- c. Explain: i. Corporate Identity ii. Corporate reputation (8)
- d. Explain importance of ethics in corporate communication. (7)

**Q3.**

- a. Discuss the components of public relations environment. (8)
- b. Discuss the elements of public relation. (7)

**OR**

- c. Discuss Systems theory of PR with relevant examples. (8)
- d. Design principles of good media relation (7)

**Q4.**

- a. How can the management organize employee communication? (8)
- b. Discuss the guidelines for handling crisis. (7)

**OR**

- c. Point out the audiences for financial communication. (8)
- d. Discuss different types of communication technology. (7)

**Q5.**

- a. What are the different types of blogs (8)
- b. Explain briefly E Branding. (7)

**OR**

**c. Write short notes on (Any 3): (15)**

1. RTI
2. Digital Piracy
3. Impact of Crisis
4. Web Conferencing
5. Diffusion Theory

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