

Time: 2.30 Hours

- Note: 1) All questions are compulsory with internal choice
 2) Figures to the right indicate full marks

- Q 1 A. Choose the correct answers from the given alternatives: (Any Eight) 8
1. -----principles are to be followed by the business in order to survive in the long run.
 (profit motive, ethical, CSR, economic motive)
 2. The first rule of crisis communication is to -----.
 (communicate, ignore, take control of the situation, avoid media)
 3. Spoken defamation is called-----.
 (slander, insult, libel, grapevine)
 4. Reputation assessments are -----.
 (subjective, not possible, fixed, objective)
 5. The word ----- is short for "weblog".
 (blog, skype, twitter, logbook)
 6. An E-Zine is an online -----
 (magazine, book, journal, website)
 7. A firm's communication always be -----.
 (two-way, one-way, formal, group)
 8. A collection of information that is organized so that it can easily be accessed, managed and updated.
 (database, website, library, google)
 9. ----- helps to improve the quality of service.
 (feedback, people, product, public relation)
 10. PR activity may fail due to -----.
 (cultural-differences, media differences, service difference)

B. Match the following: (Any Seven) 7

A	B
1. Inner image	a. Maximize positive coverage
2. CSR	b. Strike
3. Corporate identity	c. Employee behavior
4. Situational theory	d. Publicly available
5. Books	e. New friends
6. Media relation	f. Tangible manifestation of the personality of the company
7. Crisis communication	g. Work of literature
8. External blog	h. 15 th June 2005
9. Social networking	i. Corporate reputation
10. RTI Act	j. Problem recognition

- Q2. a) How do you justify the need and relevance of corporate communication in contemporary times? 8
- b) Explain the meaning of corporate reputation. Bring out the advantages of corporate reputation. 7
- OR
- c) Enumerate the role of ethics in corporate communication. 8
- d) Explain the provisions of the RTI Act. 7
- Q3 a) Enumerate the meaning and essentials of public relations. 8
- b) Explain the political and legal issues in public relation environment. 7
- OR
- c) Explain the different aspects of systems theory of public relations with diagram. 8
- d) Explain the economic issues in public relations. 7
- Q4. a) Explain the different sources of media information. 8
- b) Enumerate the different steps to be followed in building effective media relations. 7
- OR
- c) Describe the benefits of good of employee communication. 8
- d) Describe the different guidelines for handling crisis. 7
- Q5. a) Describe the functions of communication technology in corporate communication. 8
- b) Explain the different types of corporate blogs. 7
- OR
- c) Write short notes (**any three**) 15
1. Defamation.
 2. Copywrite Act
 3. Objectives of public relations
 4. Advantages of financial advertising
 5. Press release
