

Time: 2 ½ Hours

Total Marks: 75

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

Q. 1 A) Fill in the Blanks with correct option (Any Eight) (08)

- 1) _____ is the overall estimation in which an organization is held by its Internal and external stakeholders based on its past actions and probability of its future behavior.
(Corporate Identity / Corporate Image / Corporate Reputation)
- 2) _____ is the oldest mode of Public Relations.
(Press Agency / Public Information / Two way Symmetrical)
- 3) _____ Theory focusses on dissemination of information.
(Social Exchange / Diffusion / Systems)
- 4) _____ is a form of broadcasting production that incorporates streaming video and Audio on internet.
(E mail / Webcasting / Blog)
- 5) Trust building is an essential component of _____ communication.
(Financial / Media / Crisis)
- 6) _____ relations foster public understanding about the organization's values and Beliefs.
(Employee / Media / Stakeholder)
- 7) _____ is the newswire of digital revolution.
(Press release/ Blogging / Newsletter)
- 8) _____ protects original work of authorship.
(Copyright / RTI / Piracy)
- 9) _____ is an audience of financial communication.
(Individual stockholders / psychologist / Faculty)
- 10) _____ is the synchronous, interactive and real time exchange of messages via a mediated source.
(Online chat / weeklies / websites)

B) Match the column (Any Seven) (07)

- | A | B |
|----------------------------|---------------------------|
| 1) Defamation | a) Permalinks |
| 2) Blogs | b) First PR Counsellor |
| 3) E brand Identity | c) Libel and Slander |
| 4) Two Way asymmetrical | d) Investment Conferences |
| 5) Ivy Lee | e) Radio and Television |
| 6) Social Exchange Theory | f) Father of PR |
| 7) Financial communication | g) Cost Benefit Analysis |
| 8) Inner image | h) Scientific Persuasion |
| 9) Broadcast Media | i) Website |
| 10) Edward Bernays | j) Employee retention |

Q.2 a) What is Corporate Communication? State its relevance. (08)

b) Discuss the factors influencing Corporate Image with suitable examples. (07)

OR

c) Describe different types of Invasion of Privacy with relevant examples. (08)

d) Explain the scope of Corporate Communication in contemporary scenario. (07)

Q.3 a) Define Public Relations? State its Objectives (08)

b) Explain the Systems theory of public relations. (07)

OR

c) Discuss the Economic and Political factors influencing public relation environment. (08)

d) Write a note on Public Relations in India. (07)

Q.4 a) Describe the guideline for handling Crisis effectively. (08)

b) Write a Note on Financial Advertising. (07)

OR

c) Elaborate the steps in implementing an effective Employee Communication. (08)

d) What are the principles of good media relations? (07)

Q. 5 a) What is meant by Corporate Blogging? State various types of blogs. (08)

b) Discuss various tools used for E - Internal communication. (07)

OR

c) Write short notes on (Any Three) (15)

- i. Web Conferencing and RSS
- ii. RTI
- iii. Corporate Identity
- iv. Situational theory
- v. E Medial relations
