

TIME : 2.5 HOURS

MARKS: 75

- Note – 1. All questions are compulsory
2. Figures to the right indicate full marks

Q 1 A) Fill in the blanks (any 8)

8 marks

- 1principles are to be followed by the business in order to survive in the long run
a. Profit motive b. ethical c. CSR d. none of these
- 2is the main role of corporate communication with respect to brand.
a. Recognition b. loyalty c. value d. positioning
- 3is not an essential of Public relations.
a. Human relations b. empathy c. dialogue d. supply of information
- 4 The first rule of crisis management is to
a. Communicate b. avoid media c. never take responsibility d. ignore
- 5 The wordis a short form for web log
a. Twitter b. blog c. skype d. internet
- 6is not an audience for financial communication
a. Financial analysts b. individual stakeholders c. financial institution d. psychologists
- 7theory is another way to look at how people process and accept information
a. System b. situational c. diffusion d. social exchange
- 8 Spoken defamation is called
a. Insult b. libel c. slander d. grapevine
- 9refers to page on company's website that contains resources for reporters
a. RSS b. blog c. press kit d. web chat
- 10technological tool is no longer used today
a. Email b. facebook c. online messages d. telegram

Q 1 B) Match the following (any 7)

7 marks

1	New economic policy	a	I pod
2	Corporate identity	b	Third party media
3	Good employee communication	c	1991
4	Executive blog	d	PR system
5	Podcast	e	Crisis
6	Media beyond business control	f	Favourable image
7	Online magazines	g	TISCO
8	Formal source of employee communication	h	Two way feedback
9	Introduction of PR in India	i	e-zines
10	Turning point for better or worse	j	Exclusive organizational ends

- Q 2 a. What is corporate communication? Justify its need and relevance
b. Explain corporate reputation. What are its advantages?

8

7

Or

- Q 2 c. "Ethics is an important part of corporate communication" – discuss
d. Enumerate on defamation and its types

8

7

Q 3	a. Define Public relation. What are its essentials?	8
	b. Discuss in brief growth of public relations.	7
	Or	
Q 3	c. How does social and cultural trends influence business environment.	8
	d. Explain systems theory with diagram.	7
Q 4	a. How to build effective media relations? Explain in brief.	8
	b. Mention the sources of employee communication	7
	Or	
Q 4	c. XYZ Ltd. Provides online financial services. The database of the company was hacked and customer account details were leaked. As a PR manager, how will you handle this crisis?	8
	d. Trace the growth of financial communication in India	7
Q 5	a. Discuss on technological tools of communication	8
	b. Elaborate on steps of making a business blog	7
	Or	
Q 5	Short notes (any 3)	15
	a. Copywrite Act	
	b. RSS	
	c. E-media relations	
	d. Corporate blogs	
	e. Financial advertising	
