

Please check whether you have got the right question paper.

N.B: 1. Figures to the right indicate full marks.

2. Attempt All question.

Q.1	<p>Answer the following (any two)</p> <ol style="list-style-type: none"> <li>Enumerate on the need and relevance of corporate communication in India.</li> <li>Explain in detail the various factors affecting corporate image.</li> <li>Write note on RTI.</li> </ol>	15
Q.2	<p>Answer the following (any two)</p> <ol style="list-style-type: none"> <li>What are the objectives of public relations.</li> <li>How do social and cultural trends influence business of a company?</li> <li>Explain Systems theory used in public relation.</li> </ol>	15
Q.3	<p>Answer the following (any two)</p> <ol style="list-style-type: none"> <li>What are the principles of good media relation?</li> <li>Explain the steps in implementing an effective employee communication program.</li> <li>What is financial advertising? State its advantages.</li> </ol>	15
Q.4	<p>Answer the following (any two)</p> <ol style="list-style-type: none"> <li>Explain web conferencing and Really simple syndication.</li> <li>What are the advantages of using website for brand identity?</li> <li>Explain the process of making a business blog.</li> </ol>	15
Q.5	<p>Solve the following case</p> <p>Pepsi corporation faced a major crisis in 1993 with claims of syringes being found in cans of Diet Pepsi. The company had the situation investigated which led to arrest of a woman who was caught on video while inserting a syringe into the can. The company also made public communication effective throughout the crisis. They also ran series of special campaigns designed to thank public for standing by the corporation.</p> <ol style="list-style-type: none"> <li>Analyze the case and enumerate on importance of crisis management.</li> <li>Mention the guidelines for handling a crisis.</li> </ol>	15