

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 Answer the following (any two) 15
- a) Explain corporate reputation. Mention its advantages.
 - b) Explain the importance of ethics in corporate communication.
 - c) Write note on Invasion of privacy.
- Q.2 Answer the following (any two) 15
- a) Mention the significance of public relations.
 - b) How does economic environment influence business of a company.
 - c) Explain Diffusion theory used in public relation.
- Q.3 Answer the following (any 2) 15
- a) What are the sources of media information?
 - b) What are guidelines for handling a crisis?
 - c) What is the role of management in employee communication?
- Q.4 Answer the following (any 2) 15
- a) Explain the importance of technology to corporate communication.
 - b) Explain different types of corporate blogs.
 - c) Elaborate on E-Media Relations .
- Q.5 Solve the following case. 15

McNeil consumer products, a subsidiary of Johnson and Johnson was suddenly confronted with the crisis when 7 persons died of cyanide poison which had been inserted in Tylenol Capsules. Tylenol was an over the counter, pain relieving capsule. The news spread like a wild fire on television, panic struck the entire nation. There were panic among consumers, hospitals, doctors and pharmacist. Understandably Johnson and Johnson had no emergency plan for such a crisis.

- a) Plan out the actions to deal with the above mentioned crisis.
- b) Elaborate on crisis management in the age of social media.