

Time: 2½ hrs.

Marks:75

- Note:
1. All questions are compulsory with internal options.
  2. Figures to the right indicate full marks.
  3. Draw neat diagram wherever necessary.



Q.1 Explain the following concepts. (Any five)

(15)

- (a) Corporate communication
- (b) Corporate Font
- (c) LOGO
- (d) Letterhead
- (e) External PR
- (f) Cyber Crime
- (g) Public Relations
- (h) TAN

Q.2 Answer the following questions.

(15)

- (a) Explain the importance of ethics in corporate communication.
- (b) What is internal PR? Explain the role & responsibilities of the Internal PR team.

OR

Q.2 Answer the following questions.

(15)

- (p) Explain the role of Health care PR.
- (q) What are the objectives of Publicity?

Q.3 Answer the following questions.

(15)

- (a) What are media relations? Explain its importance.
- (b) Explain the benefits of good employee communication.

OR

Q.3 Answer the following questions.

(15)

- (p) What are the guidelines for handling crisis?
- (q) Explain diffusion theory.

Q.4 Answer the following questions.

(15)

- (a) Explain the various tools of Public relations..
- (b) What are the five tips for a good advertorial?

OR

Q.4 Answer the following questions.

(15)

- (p) Write a note on the Online newsletter.
- (q) Explain blogs and their types

Q.5 Write a short note. (Any three )

(15)

- (a) RTI
- (b) Copyright act
- (c) Financial advertising
- (d) Viral marketing
- (e) Business card

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