

SYBAMMC/SEM III/EXT/CORPORATE COMMUNICATION AND PUBLIC RELATIONS

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 Font
 - (b) Letterhead
 - (c) Internal PR
 - (d) Cyber Crime
 - (e) Public Relations
 - (f) Business card
 - (g) Press Release
 - (h) Corporate Image
- Q.2 Answer the following questions. (15)**
- (a) Explain the scope of corporate communication.
 - (b) Explain the role of Health care PR.
- OR**
- Q.2 Answer the following questions. (15)**
- (c) Explain the 11 tips for effective communication with employees.
 - (d) Write a note on the Online newsletter.
- Q.3 Answer the following questions. (15)**
- (a) Write down the importance of corporate identity.
 - (b) Explain publicity and its types.
- OR**
- Q.3 Answer the following questions. (15)**
- (c) Explain the various guidelines for handling crises.
 - (d) What is the importance of technology in communication?
- Q.4 Answer the following questions. (15)**
- (a) What do you mean by Corporate Image Management? Why is it necessary for your organization?
 - (b) What is a Press Conference? Mention the factors to be considered to organize a successful press conference.
- OR**
- Q.4 Answer the following questions. (15)**
- (c) Distinguish between Traditional PR and Digital PR.
 - (d) Explain the Persuasion theory of PR.
- Q.5 Write a short note. (Any Three) (15)**
- (a) Online press release
 - (b) Corporate Behaviour
 - (c) International PR
 - (d) Storytelling in social media marketing
 - (e) RTI