

11/10/22

Q1) Case Study:

(15 marks)

In September 2015, the Environmental Protection Agency accused Volkswagen of manipulating its engine controls to be able to pass laboratory emissions tests. Not only was the company violating the Clean Air Act by selling vehicles that did not meet environmental requirements, but it was also violating its customers' trust by making its cars seem more environmentally friendly.

Unfortunately, the way the company handled the scandal made things even worse. As the story evolved, the company's response was seen as inconsistent and, at times, contradictory to previous statements. Executives claimed they did not know about the cheating, only to reveal they did just a few days later. Meanwhile, the company's PR and social media teams struggled to keep up. As the company set out to recall millions of vehicles, officials promised to reimburse some, but not all, customers for their troubles. All the while, consumers reported that the company seemed to be handling the crisis in a dishonest way by not fully "owning" its role in the scandal.

- a) Explain the crisis faced by Volkswagen (5 marks)
- b) What could be the possible impact of the crisis (5 marks)
- c) Suggest a crisis communication strategy (5 marks)

Q2 A) Describe the goals and objectives of corporate communication. (8 marks)

B) What is corporate Identity? Give examples (7 marks)

OR

Q2 C) Explain corporate reputation. What are its advantages? (8 marks)

D) What is defamation? Explain the types of defamation. (7 marks)

Q3 A) Explain Grunting's four models of Public Relations. (8 marks)

B) Explain the Situational theory of Public Relations. (7 marks)

OR

Q3 C) What are the roles and responsibilities of internal Public Relations? (8 marks)

D) What are the roles and responsibilities of external Public Relations? (7 marks)

Q4 A) Give a brief note on principles of good media relations. (8 marks)

B) Explain the importance of media relations. (7 marks)

OR

C) What is the role of employee communication? (8 marks)

D) Describe the role of social media as Influential Marketing. (7 marks)

Q5) Write Short Notes on (Any Three) (15 marks)

A) Copyright Act

B) Pseudo Events

C) Press conference

D) Blogs

E) Corporate Image