

Dt:- 18.3.23

. Malini Kishor Sanghvi College of Commerce and Economics
Corporate Communication and Public Relations

Class: SYBAMMC

Sem III

(75 Marks)



Q1) Case Study:

(15 marks)

According to Ashram Razaruddin, president of adverting/ PR agency Eastnova Inc, there were months when rumours circulated at a Selanger-based technology company that layoffs were approaching due to the poor state of the economy. When the management heard the rumours, it made no announcements to communicate to employees that this was just gossip. In turn, a number of employees began job searching and took new positions with competitors. The rumoured lay-offs never happened but the company lost several good employees as a result.

- A) Explain the problem in the above case. (5 marks)
 B) What could be the solution to the problem? (5 marks)
 C) What channel do you think will be suitable for the management in this case to disseminate information to the staff? (5 marks)

Q2A) How to create a strong corporate image? Explain.

(8 marks)

B) Discuss the needs and scope of corporate communication.

(7 marks)

OR

C) Write a brief note on rights to information Act 2005.

(8 marks)

D) Explain Invasion of Privacy

(7 marks)

Q3 A) How does press conference act as a tool of public relations?

(8 marks)

B) How does press release act as a tool of public relations?

(7 marks)

OR

C) How can businesses build good media relations?

(8 marks)

D) What is the role of communication during crisis?

(7 marks)

Q4 A) Write a brief note on publicity.

(8 marks)

B) What is persuasion?

(7 marks)

OR

C) What are the new media tools of public relations?

(8 marks)

D) What are the pros and cons of technology in corporate communication?

(7 marks)

Q5) Write short notes on (any three)

(15 marks)

- A) Corporate identity
 B) Diffusion theory
 C) Viral marketing
 D) Advertorials
 E) Defamation