

TYBMS sem V Reg. Exam Nov-2018  
20/11/18 TIME : 2.5 HOURS MARKS: 75



Note – 1. All questions are compulsory  
2. Figures to the right indicate full marks

- Q 1 A) Fill in the blanks (any 8) 8 marks
- 1 .....principles are to be followed by the business in order to survive in the long run  
a. Profit motive b. ethical c. CSR d. none of these
  - 2 .....is the main role of corporate communication with respect to brand.  
a. Recognition b. loyalty c. value d. positioning
  - 3 .....is not an essential of Public relations.  
a. Human relations b. empathy c. dialogue d. supply of information
  - 4 The first rule of crisis management is to .....  
a. Communicate b. avoid media c. never take responsibility d. ignore
  - 5 The word .....is a short form for web log  
a. Twitter b. blog c. skype d. internet
  - 6 .....is not an audience for financial communication  
a. Financial analysts b. individual stakeholders c. financial institution d. psychologists
  - 7 .....theory is another way to look at how people process and accept information  
a. System b. situational c. diffusion d. social exchange
  - 8 Spoken defamation is called .....  
a. Insult b. libel c. slander d. grapevine
  - 9 .....refers to page on company's website that contains resources for reporters  
a. RSS b. blog c. press kit d. web chat
  - 10 .....technological tool is no longer used today  
a. Email b. facebook c. online messages d. telegram

Q 1 B) Match the following (any 7) 7 marks

1	New economic policy	a	I pod
2	Corporate identity	b	Third party media
3	Good employee communication	c	1991
4	Executive blog	d	PR system
5	Podcast	e	Crisis
6	Media beyond business control	f	Favourable image
7	Online magazines	g	TISCO
8	Formal source of employee communication	h	Two way feedback
9	Introduction of PR in India	i	e-zines
10	Turning point for better or worse	j	Exclusive organizational ends

- Q 2 a. What is corporate communication? Justify its need and relevance 8  
b. Explain corporate reputation. What are its advantages? 7
- Or
- Q 2 c. "Ethics is an important part of corporate communication" – discuss 8  
d. Enumerate on defamation and its types 7

Paper / Subject Code: 46002 / Corporate Communication & Public Relations



- Q3 a. Define Public relation. What are its essentials? 8  
b. Discuss in brief growth of public relations. 7  
Or
- Q3 c. How does social and cultural trends influence business environment. 8  
d. Explain systems theory with diagram. 7
- Q4 a. How to build effective media relations? Explain in brief. 8  
b. Mention the sources of employee communication 7  
Or
- Q4 c. XYZ Ltd. Provides online financial services. The database of the company was hacked and customer account details were leaked. As a PR manager, how will you handle this crisis? 8  
d. Trace the growth of financial communication in India 7
- Q5 a. Discuss on technological tools of communication 8  
b. Elaborate on steps of making a business blog 7  
Or
- Q5 Short notes (any 3) 15  
a. Copywrite Act  
b. RSS  
c. E-media relations  
d. Corporate blogs  
e. Financial advertising

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