TYBMS

Corporate communication & public Relations.

Q. P. Code: 31728

Time: 2:30 Hours

Marks: 75

Q1) Answer **any two** of the following: 15 marks

A) In an image conscious corporate market, what elements do you think will affect corporate image?

B) Discuss on the scope and need of corporate communication.

C) Explain in brief about digital piracy & invasion of privacy

Q2) Answer **any two** of the following: 15 marks

A) Explain the meaning of PR and its functions.

B) How do various business environments influence business of a company?

C) Explain any two theories used in PR in brief.

Q3) Answer **any two** of the following: 15 marks

A) Describe principles of a good media relation.

B) What is employee communication? Mention its sources.

C) What is a press release? What are its characteristics?

Q4) Answer **any two** of the following: 15 marks

A) What do you mean by corporate blog? Mention its role in PR.

B) Write a short note on: E-media relation & E-internal communication.

C) What is the impact of technology on corporate communication?

Q5) Solve the following case and answer the questions given below: 15 marks

XYZ Bank has been in the banking business for last 50 years. They are well-known for good customer service and ethical employee culture. Recently, the bank came into spotlight for the fraudulent acts committed by some employees. This has adversely impacted customer faith with respect to employees.

Questions:

1. Discuss the role of management in employee communication.
2. If you were the manager of this bank, how would you handle this crisis?

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