TIME : 2.5 HOURS MARKS: 75

Note : 1) All questions are compulsory with internal choice
2) Figures to right indicate full marks

Q. 1 A) State whether the following statements are True or False (Any Eight) 8

1) Public information is the oldest form of public relations.
2) A press kit is strictly for reporters or publications.
3) Social Exchange Theory uses the economic metaphor of costs and benefits to Predict behavior.
4) VNR is usually distributed by satellite.
5) Corporate image and corporate identity are synonyms.
6) Media relations influences public awareness and organizational image.
7) The first rule of crisis management is to communicate.
8) Blogs are excellent system of monitoring and environmental scanning tool.
9) Public relations deals with external environment only.
10) Webcasting is a form of broadcasting production that incorporates streaming Video and audio on the internet.

B) Match the column (Any Seven) 7

A	B
1) Inner image	a) Skype
2) News Letter	b) Visual Identity
3) Situational Theory	c) Propaganda tactics
4) Two Way Symmetrical	d) Financial Analysts
5) Symbolism	e) Syndicated content.
6) Press Agentry	f) Website
7) Financial communication	g) Problem recognition
8) Podcasts	h) Employee oriented publication
9) E-Brand identity	i) Mutual understanding
10) Web Conferencing	j) Employee behavior

Q.2 a) State the advantages of good corporate reputation. 8
b) What is corporate communication? Discuss its scope 7

OR

c) Discuss the various mass media laws in corporate communication. 8
d) Explain the relevance of corporate communication in contemporary scenario. 7

Q.3 a) Explain the Systems theory of public relations with suitable examples. 8
b) Discuss the growth of public relations in India. 7

OR

c) Define Public Relations. State its objectives. 8
d) State the socio-cultural and technological factors influencing public relations Environment. 7

Q.4 a) What are the guidelines for handling crisis? 8
b) Discuss the advantages of financial advertising 7

OR

c) Explain the steps in implementing an effective employee communication programme. 8

d) State the principles of good media relations. 7

Q. 5 a) Explain the technological tools of communication used commonly nowadays. 8

b) What is meant by corporate blogging? State the different types of corporate blogs. 7

OR

Write short notes on (Any three) 15

a) Web conferencing and RSS
b) Corporate identity
c) Diffusion theory
d) E- Internal communication
e) Sources of employee communication

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