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Roll No.

576436(76)

**M. B. A. (Fourth Semester) Examination,
April-May 2021**

(New Scheme)

(Management Branch)

CORPORATE COMMUNICATION

(Elective-II)

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

Note : Attempt any two from (a), (b) & (c). All questions carry equal 8 marks.

1. (a) What is Corporate Communication? Explain the model of corporate communications.
(b) Discuss the role of research in public relations along with its strategy and planning.

- (c) Explain strategic communication plan. Discuss communication research methods for evaluating program effectiveness.
2. (a) What are the various traditional and new methods of social and cultural communications.
- (b) Explain the impact of new media on corporate media relations practices with relevant examples.
- (c) What are community relations? Discuss the cost and benefits associated with corporate community relations program.
3. (a) Discuss the role of customer relations in corporate world.
- (b) Explain the tactics of customer relation with relevant examples.
- (c) Corporate customer relations functions are cost effective. Explain.
4. (a) Discuss the value of informal employee communication networks and channels for decision making.
- (b) Explain the impact of blogs, chat rooms, and web-

- based groups on public perception of corporate activities.
- (c) Write an explanatory note on corporate communication technology.
5. (a) What impression does websites have on traditional relationship of external and internal media.
- (b) Discuss how technology influences employee communication programs and workforce information flows.
- (c) "Crisis Communication is the strategic approach to crisis management." Explain.