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APR-MAY

M. B. A. (Fourth Semester) Examination, 2020

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(New Scheme)

(Management Branch)

(Specialization.: Applied Electives)

ADVANCED CORPORATE COMMUNICATIONS

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

Note : Attempt one question from each unit. All questions carry 16 marks.

Unit-I

1. Define Corporate Communication. Explain the functions of Corporate Communications Department.

2. Discuss the media richness theory in support effective communication and write in brief the benefits of Strategic Planning.

Unit-II

3. Explain the benefits and challenges inherent in using media as a corporate communication vehicle.
4. Describe the four elements of effective media relations.

Unit-III

5. Explain the role of advertising in communication.
6. Describe in detail the aspects of advancement of technical communication.

Unit-IV

7. Explain the four types of direction in formal corporate communication.
8. Explain critically the importance of different stakeholder for corporate reputation.

Unit-V

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9. Evaluate the difference between Crisis Communication and Issues Management.
10. Differentiate between multicultural, intercultural and cross-cultural communication.