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

(New Scheme)

(Management Branch)

(Specialization : Applied Electives Theory)

CORPORATE COMMUNICATIONS (New)

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

***Note : Attempt all questions. Attempt any two parts
from part (a), (b) and (c) of each question.
Each question carries equal 8 marks.***

Unit-I

1. (a) Define corporate communication exploring its concept and history.

[2]

- (b) Explain the distinct role of traditional media as a part of corporate communication.
- (c) Why communication fails? Discuss the strategies to overcome this failure.

Unit-II

- 2. (a) Write an explanatory note on media relations and research.
- (b) Explain the key media relations techniques with relevant examples.
- (c) Explain the benefits and challenges inherent in using social media as a corporate communication vehicle.

Unit-III

- 3. (a) Discuss the concept of writing for business audience in detail.
- (b) Determine what constitutes news authoring a press release.

[3]

- (c) Which are the current trends in public relations? Support your answer with suitable examples.

Unit-IV

- 4. (a) What is internal communication? Discuss its benefits and challenges.
- (b) Explain the elements of an effective employee communication plan with relevant examples.
- (c) Write a note on customer communications. How will you communicate during consumer activism and boycotts?

Unit-V

- 5. (a) How you are going to manage crisis communication and issues? Discuss.
- (b) What is Crisis? Discuss the various traits of a crisis spokesperson.
- (c) Explain intercultural and cross cultural communication with examples.