

SEAT No. \_\_\_\_\_

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SARDAR PATEL UNIVERSITY

BBA(HONOURS) HM SEMESTER-7 (4 YEARS) CBCS

TUESDAY-21/11/2017 MARKS-60

TIME:- 10:00 AM to 01:00 PM

**UM07FBBH02-CORPORATE COMMUNICATION**

Total

Total Marks : 60

Q-1 What is Corporate Communication? Explain the meaning of it in detail with definitions. (15)

OR

Q-1 Write a note on the following:

- (1) Strategic Communication plans in Corporate Communication (08)
- (2) Types of Employee Communications. (07)

Q-2 Explain in detail different fundamental patterns of cultural differences. (15)

OR

Q-2 Write a note on the following:

- (1) Explain in detail the concept and role of Intercultural Communication. (08)
- (2) Factors of Cross Cultural Relationship (07)

Q-3 Explain in detail the concept and importance of Business Etiquettes. (15)

OR

Q-3 Write a note on the following:

- (1) Etiquettes for Travel and tourism (08)
- (2) Etiquettes for cellphone conversations (07)

Q-4 What is Public Relations? Discuss in detail important elements of Public Relations. (15)

OR

Q-4 Write a note on the following:

- (1) Role of External PR in the growth of Business (08)
- (2) Ethical consideration in PR (07)

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