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SEAT No. _____

No. of Printed Pages: 01

(47)

SARDAR PATEL UNIVERSITY

Fo.Y BBA (HONS) (HM) & (TTM) EXAMINATION

SEMESTER - VIII

THURSDAY, 19th APRIL 2018

02:00 P.M. TO 04:00 P.M.

UM08FBBH/T01

CORPORATE COMMUNICATION

TOTAL MARKS: 60

Note: 1. Figures to the right indicate marks of the questions.

2. Answers should be precise and to the point.

- Q.1 Define corporate communication and explain it in detail. [15]
OR
- Q.1 Write a brief note on the following:
(a) Types of Employee Communication. [08]
(b) Role of Strategic Communication Plans in corporate communication [07]
- Q.2 Explain the stages of preparing a presentation in detail. [15]
OR
- Write a brief note on the following:
(a) Overcoming Presentation Fear [08]
(b) Use of Audio Visual Aids in presentation [07]
- Q.3 Write types of Mass Media in detail. [15]
OR
- Discuss the functions of publicity in detail with examples. [15]
- Q.4 Define Public Relations. Discuss four basic elements of public relations in detail. [15]
OR
- Write a brief note on the following:
(a) Internal PR [08]
(b) External PR in the growth of business [07]

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