

**SARDAR PATEL UNIVERSITY**  
**BBA (HM) (HONOURS) (SEMESTER VIII) (CBCS) (NC) EXAMINATION**  
**MAY 2016**

**Subject : CORPORATE COMMUNICATION**  
**Subject Code : UM08FBBH01**  
**Date : 11<sup>th</sup> May 2016, Wednesday**  
**Time : 2:30 p.m. – 4:30 p.m.**

**Note: Figures to the right indicate the marks allotted to the question**

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|--------------|--|-----------|
| <b>Q – 1</b> | Write a detailed note on the types of employee communications.                               | <b>15</b> |
|              | <b>OR</b>  |           |
| <b>Q – 1</b> | <b>A</b> Describe strategic communication plans.   | <b>10</b> |
|              | <b>B</b> Write a short note on: Meaning and Definition of Corporate Communication            | <b>05</b> |
| <b>Q – 2</b> | <b>A</b> What are the different stages in the preparation of a presentation?                 | <b>08</b> |
|              | <b>B</b> Suggest some measures to overcome presentation fears.                               | <b>07</b> |
|              | <b>OR</b>  |           |
| <b>Q – 2</b> | Write a detailed note on the use of different audio-visual aids in presentations.            | <b>15</b> |
| <b>Q – 3</b> | <b>A</b> Write a note on the nuances and the steps involved in the communication with media. | <b>10</b> |
|              | <b>B</b> Write a short note on: Meaning and Definition of Publicity                          | <b>05</b> |
|              | <b>OR</b>  |           |
| <b>Q – 3</b> | Write a detailed note on types and functions of mass media.                                  | <b>15</b> |
| <b>Q – 4</b> | <b>A</b> Write a note on the ethical consideration in Public Relations.                      | <b>10</b> |
|              | <b>B</b> Write a short note on: Meaning and Definition of Public Relations                   | <b>05</b> |
|              | <b>OR</b>  |           |
| <b>Q – 4</b> | Write a detailed note on Internal PR and External PR.  | <b>15</b> |

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