

**University of Mumbai Question Paper April
2017**

Corporate Communication & Public Relations

Max. Marks : 75

Time : 2.5 Hour

- NB.** 1. Figures to the right indicate full marks.
2. Attempt All questions

Q.1. Answer the following (any two) 15

- Enumerate on the need and relevance of corporate communication in India.
- Explain in detail the various factors affecting corporate image.
- Write note on RTI

Q.2. Answer the following (any two) 15

- What are the objectives of public relations
- How do social and cultural trends influence business of a company?
- Explain Systems theory used in public relation.

Q.3. Answer the following (any two) 15

- What are the principles of good media relation?
- Explain the steps in implementing an effective employee communication program.
- What is financial advertising? State its advantages.

Q.4. Answer the following (any two) 15

- Explain web conferencing and Really simple syndication.
- What are the advantages of using website for brand identity?
- Explain the process of making a business blog.

Q.5. Solve the following case. 15

Pepsi corporation faced a major crisis in 1993 with claims of syringes being found in cans of Diet Pepsi. The company had the situation investigated which led to arrest of a woman who was caught on video while inserting a syringe into the can. The company also made public communication effective throughout the crisis. They also ran series of special campaigns designed to thank public for standing by the corporation.

- a. Analyze the case and enumerate on importance of crisis management.
- b. Mention the guidelines for handling a crisis.