

(A-14) Seat No: _____

Total No. of Page: 01

SARDAR PATEL UNIVERSITY

BBA (HM) (HONOURS) (SEMESTER VIII) (CBCS) (NC) EXAMINATION

MAY 2016

Subject : CORPORATE COMMUNICATION
Subject Code : UM08FBBH01
Date : 11th 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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| Q-1 | Write a detailed note on the types of employee communications. | 15 |
| | OR | |
| Q-1 | A Describe strategic communication plans. | 10 |
| | B Write a short note on: Meaning and Definition of Corporate Communication | 05 |
| Q-2 | A What are the different stages in the preparation of a presentation? | 08 |
| | B Suggest some measures to overcome presentation fears. | 07 |
| | OR | |
| Q-2 | Write a detailed note on the use of different audio-visual aids in presentations. | 15 |
| Q-3 | A Write a note on the nuances and the steps involved in the communication with media. | 10 |
| | B Write a short note on: Meaning and Definition of Publicity | 05 |
| | OR | |
| Q-3 | Write a detailed note on types and functions of mass media. | 15 |
| Q-4 | A Write a note on the ethical consideration in Public Relations. | 10 |
| | B Write a short note on: Meaning and Definition of Public Relations | 05 |
| | OR | |
| Q-4 | Write a detailed note on Internal PR and External PR. | 15 |

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