

Seat No.: \_\_\_\_\_

[A-8 &amp; A-9]

**Sardar Patel University**

BBA (HM/TTM)

CBCS Examination – Semester VII

Monday November 28, 2016

Time: 10:00 am to 12:00pm

UM07FBBH02/T01

Corporate Communication

60 MARKS

- Q.1A. Define corporate communication and discuss the types of employee communication. 15
- OR
- Q.1 A Give the meaning of corporate communication and explain identification of the target as an element of a communication plan. 08
- B Write a detailed note on: Development of a work plan. 07
- Q2.A. Discuss in detail need and importance of intercultural business communication. 08
- B. Explain the fundamental patterns of cultural differences. 07
- OR
- Q.2A. Write notes on: 15
1. High- context cultures
  2. Time as a cultural factor
  3. Space as a cultural factor
- Q3.A. Define business etiquettes and discuss the importance of it in business. 07
- B Write a note on: Meeting etiquettes. 08
- OR
- Q3.A. Write detailed notes on : 15
1. Telephone etiquettes
  2. Workplace etiquettes
- Q4 A Define public relations and explain internal PR. 07
- B. Discuss the four elements of public relation 08
- OR
- Q4 Write detailed notes on: 15
1. External PR.
  2. Ethical guidance for public relations practitioners.

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