

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

**DD-112**

**December-2013**

**5 Years MBA Integrated (KS) TY MBA**

**Corporate Communication**

**Time : 3 Hours]**

**[Max. Marks : 100**

1. (A) What are the core-functions of Corporate Communication ? **10**  
(B) What do you mean by Corporate Social Responsibility ? Explain. **10**
  
2. (A) What are the core-features of 'Writing for the Media' ? Explain. **10**  
(B) What are the essential elements for Managing Media Events ? Discuss. **10**
  
3. (A) Write a short note on any **two** : **10**
  - (1) Digital Piracy
  - (2) Mass Media
  - (3) Copy Right Act  
(B) What is Professional Code of Ethics ? Why it is essential in Corporate Communication ? **10**
  
4. Answer any **one** of the following questions : **20**
  - (A) What do you mean by Employee Communication ? Why is Employee Communication importance in an organization ?

**OR**

  - (B) Explain in detail the theories that impact Employee Communication by giving appropriate examples.
  
5. Identify the four kinds of Organisational Cultures and explain in detail. **20**

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