

P.G.D.M.A. Examination

Paper-II

Soft Skill Development and Coeporate Communication

Time : 3 Hours]

May-2017

[Max. Marks : 100

- Q1 a) Define Corporate Communication. Discuss the core functions of corporate communication in detail. [10]
- b) Assume that an organization has been embroiled in some controversy in various media, including the social media, since last two weeks. How would the organization respond? Analyse the situation and explain the role of corporate communication in the entire episode. [10]
- Q2 Answer **any two**: [20]
- 1) Define Reputation. How is the reputation of an individual different from the reputation of an organization? Discuss at length.
 - 2) Discuss various strengths and weakness of media, used for employee communication.
 - 3) What is corporate identity? Explain the different elements of corporate identity.
- Q3 Answer **any two**: [20]
- 1) What are the issues relating to violation of copy right? Discuss.
 - 2) "Laws and Ethics are the two sides of the same coin"- Argue for and against it.
 - 3) What is the law concerning invasion of Privacy? Discuss with few cases to prove the point.
- Q4 Answer **any four**: [20]
- 1) Because company computers are meant for work related tasks, employers can legally track your computer usage and monitor your e-mail. Do you consider e-mail monitoring an ethical practice? If you owned your own business, would you monitor your employees' e-mail messages?
 - 2) A customer writes you a letter complaining about your colleague. How would you handle your response? Discuss.
 - 3) Suppose you are working for a company that designs high tech gadgets. You are part of a team developing guidelines for company publications. Should you allow people to use thigh-tech buzzwords and jargons? Explain.
 - 4) Proposals are different from reports because they persuade readers to take action. Do you think that it makes the proposals basically unethical?
 - 5) Write and explain the essential elements for writing short reports.
- Q5 Answer **any two** of the following questions: [20]
- 1) How would you define a Crisis? Write and explain the various classifications of crisis in detail.
 - 2) Explain the role of communication in various phases of Disaster Management.
 - 3) Why Corporate Governance has become a Globally discussed issue? Enlist the Policy Dialogue on Corporate Governance in India in 2006.
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