

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

# NG-105

December-2015

## T.Y. M.B.A. Integrated Corporate Communication

**Time : 3 Hours]**

**[Max. Marks : 100**

1. (a) Write summaries of the following : **10**
  - (1) Stake holders in corporate communication
  - (2) Corporate governance & CSR of business
- (b) Define : Corporate communication. State functions of corporate communication. Carve a footnote on communication channels. Identify the needs of communication channels. **10**
2. (a) Explain in brief any **two** from the following : **10**
  - (1) Define : Corporate identity. Explain various types of corporate identity.
  - (2) Define : I.P.R, Patent, Trade Mark. Explain the role of I.P.R in corporate communication.
  - (3) Reputation Management
- (b) Explain various segments of 'Image Repair Theory'. **10**
3. (a) Write an essay on the cross disciplinary nature of the profession with the range of theories developed for Employee Communication. **15**
- (b) The new age media **5**
4. (a) State various phases of crisis communication. Explain the role of communication in various phases of disaster management. Correlate it with the example of Nestle Maggie. **10**
- (b) Inscribe short notes on any **two** from the following : **10**
  - (1) Press Release
  - (2) Press Tour
  - (3) Handling Negative Press
5. (a) How is the legal frame work of a profession maintained? Define ethics. Add a note on types of ethics. What are the major ethical problems faced by professionals ? **10**
- (b) 'Right to Information has reduced by the power of government.' Discuss the sentence in context of its role & scope. **10**