

2056

B. Voc. (Media and Entertainment)
Sixth Semester

MET-604: Corporate Communication and Media Relations

Time allowed: 3 Hours

Max. Marks: 40

NOTE: Attempt five questions in all, including Question No. I which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt any four of the following in 50 words each:-

- a) Crisis communication plan
- b) Press release
- c) Corporate identity
- d) Press conference
- e) Risk management
- f) Media tour
- g) PR ethics
- h) Social media for corporate communication

(4x2)

UNIT - I

II. Discuss the genesis and evolution of corporate communication. (8)

III. Analyze the importance of transparency and timely communication during a crisis. (8)

UNIT - II

IV. What are the responsibilities of an effective corporate communicator? (8)

V. Explain how unethical communication practices such as misinformation, manipulation, and lack of transparency can harm an organization. (8)

UNIT - III

VI. Discuss the role of CSR in building a positive corporate image and reputation. (8)

VII. Explain the role of Corporate Social Responsibility (CSR) in addressing climate change. (8)

UNIT - IV

VIII. Define Media Relations. Discuss the role of a Public Relations professional in managing media relations. (8)

IX. Explain how organizations can use media relations strategies to communicate their policies, achievements and social initiatives to the public. (8)

x-x-x