

Semester V

TYBMS

Corporate Communication and Public Relations

Unit 1

1. What is the scope of corporate communication?
2. Elaborate the relevance of corporate communication in India.
3. What are the benefits of corporate identity?
4. What are the essential of corporate reputation?
5. What are the factors affecting corporate image?
6. What are the advantages of good corporate reputation?
7. Elaborate on the professional code of ethics to be followed by a company for communication
8. Elaborate on the relevant mass media laws that a company needs to be aware of (RTI, Piracy and copyright act)

Unit 2

1. What is the objective of PR?
2. What is the scope of PR?
3. Elaborate on the function and significance of PR.
4. What are the reasons for emergence of PR in India?
5. Elaborate the significant contributors to PR environment.
6. Explain the situational and Diffusion theory in PR

Unit 3

1. Explain the importance of media relations.
2. How can a company build effective media relations?
3. What are the principles of good media relations?
4. What are the sources of employee communications?
5. What is the role of management in employee communication?
6. What are the benefits of good employee communication?
7. Elaborate the role of communication in crisis.
8. What are the guidelines for crisis management communication.
9. What are the functions of financial communication expert.
10. What are the various tools for financial communication.

Unit 4

1. What are the functions of technology in communications?
2. What are the different modes of communication that technology has enabled?
3. Elaborate on E Media relations.
4. How to create an E Brand and how to maintain the same?
5. What are the types of corporate blogging
6. What are the features of a blog?
7. Elaborate the guidelines to make a corporate blog.