

BBA 3rd Semester Exam., 2018

CORPORATE COMMUNICATION

Time : 3 hours

Full Marks : 60

Instructions :

- (i) The marks are indicated in the right-hand margin.
- (ii) There are **SEVEN** questions in this paper.
- (iii) Attempt **FIVE** questions in all.
- (iv) Question Nos. 1 and 2 are compulsory.

1. Choose the correct answer of the following
(any six) : 2×6=12

- (a) Imagine you are working in an educational institution where people are of equal status. Which method of communication is best suited and normally employed in such a context?
 - (i) Horizontal communication
 - (ii) Vertical communication
 - (iii) Corporate communication
 - (iv) Cross communication

(Turn Over)

(b) Identify the important element a teacher has to take cognizance of while addressing students in a classroom.

- (i) Avoidance of proximity
- (ii) Voice modulation
- (iii) Repetitive pause
- (iv) Fixed posture

(c) What are the barriers to effective communication?

- (i) Moralising, being judgmental and comments of consolation
- (ii) Dialogues, summary and self-review
- (iii) Use of simple words, cool reaction and defensive attitude
- (iv) Personal statements, eye contact and simple narration

(d) The choice of communication partners is influenced by factors of

- (i) proximity, utility, loneliness
- (ii) utility, secrecy, dissonance
- (iii) secrecy, dissonance, deception
- (iv) dissimilarity, dissonance, deviance

- (e) Every communicator has to experience
- (i) manipulated emotions
 - (ii) anticipatory excitement
 - (iii) the issue of homophiles
 - (iv) status dislocation
- (f) Using the central point of the classroom communication as the beginning of a dynamic pattern of ideas is referred to as
- (i) systemisation
 - (ii) problem-orientation
 - (iii) idea protocol
 - (iv) mind mapping
- (g) Aspects of the voice, other than the speech are known as
- (i) physical language
 - (ii) personal language
 - (iii) para language
 - (iv) delivery language

- (h) Every type of communication is affected by its
- (i) reception
 - (ii) transmission
 - (iii) non-regulation
 - (iv) context
- (i) Attitudes, actions and appearances in the context of classroom communication are considered as
- (i) verbal
 - (ii) non-verbal
 - (iii) impersonal
 - (iv) irrational
- (j) In a classroom, a communicator's trust level is determined by
- (i) the use of hyperbole
 - (ii) the change of voice level
 - (iii) the use of abstract concepts
 - (iv) eye contact

2. Answer any three of the following : 4x3=
- (a) Define 'corporate communication'.
 - (b) Explain how 'open communication' works as an important key factor in internal communication. Provide an example to support your answer.

- (c) Implementing the 'internal communication program' is a must for every company. Explain why.
- (d) Define marketing mix.
- (e) Define advertising.

Write long answer-type questions (any three) :

12×3=36

- 3. Discuss DAGMAR. How does it work?
- 4. "Salesmen are born they are not made." Discuss.
- 5. Discuss direct and indirect marketing with example.
- 6. Define media vehicles. What are different types of media vehicles?
- 7. Explain what is the role of public relations specialist. What skills are required by public relation specialist?

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