

**BMC 4th 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. Answer the following questions in brief :  
6+6=12

- (a) What are the roles of Corporate Communication?
- (b) How does corporate communication helps in creating business?

2. Answer any *three* of the following questions :  
4×3=12

- (a) In corporate communication image and reputation is important. Describe.
- (b) While writing for Press Release, what we have to consider?

- (c) What are the basic differences between press briefing and press conference?
- (d) Make a corporate advertisement for any company.
- (e) What do you understand by lobbying?

Answer any *three* of the following questions :

12×3=36

- 3. What do you understand by PR? How does it effect the corporate communication?
- 4. How do we analyze and compile news for any event? Give its detailed explanation.
- 5. Advertisement is a corporate communication. How does it effect market?
- 6. What do you understand by Bulletin Boards? How does it effect communication channels?
- 7. What do you understand by corporate advertising? How does it made by company?

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