

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) (071)

EXAMINATION: MAY - 2025

SEMESTER - IV

Sub.: Corporate Communication (BBA22-415)

Date : 24/05/2025

Total Marks : 60

Time: 2.00 pm to 4.30pm

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

1. The aim of corporate communication is to ensure consistency, _____, and clarity in the messages that the organization conveys to various audiences through various channels.
 - a) delusion
 - b) misrepresentation
 - c) transparency
 - d) distortion
2. _____ communication fulfils several functions, such as communicating company objectives, vital information, uniting staff members with the organization's mission, and fostering a feeling of community.
 - a) Internal
 - b) External
 - c) Crisis
 - d) Strategic
3. Handling _____ issues is a common part of crisis communication.
 - a) normal
 - b) technical
 - c) branding
 - d) crisis
4. Full form of CSR is _____.
 - a) Corporal Social Responsibility
 - b) Corporate Social Reaction
 - c) Corporate Special Responsibility
 - d) Corporate Social Responsibility
5. _____ investigates how people use language to construct and understand meaning.
 - a) Crisis Management Theory
 - b) CMM
 - c) Theory of Excellence
 - d) Network Theory

Q. 2. State True / False (05)

1. Promoting work-life balance and wellbeing is a part of employee engagement.
 - a) True
 - b) False
2. Tension or conflict at work can be decreased with ineffective workplace communication
 - a) True
 - b) False
3. A report's references or citations section offers a thorough inventory of all the materials, records, and books that were reviewed or referenced while the report was being written.
 - a) True
 - b) False
4. Memoranda are unofficial documents
 - a) True
 - b) False
5. Organizations that embrace a culture of innovation are better positioned to adapt to changes in the market and gain a competitive edge.
 - a) True
 - b) False

Q. 3. Write Short notes on (Any Three) (15)

1. Written Communication
2. Team Dynamics
3. Need to study corporate communication
4. Advantages & Disadvantages of Written Communication
5. E-mails

Q. 4. Answer in detail (Any Two) (20)

1. Describe the communication strategies for any two types of communication.
2. What are the objectives of Crisis Communication?
3. State the key aspects of Conflict Resolution.
4. Suggest tips for building professional relationships.

Q. 5. Case study (15)

Take an example of a crisis in the organization you work with. Describe the following:

Question

1. On what basis would you formulate the communication plan?
 2. Do you feel that compliance of rules and regulations in such situations of crisis must be done? Why?
 3. What kind of early warning and monitoring systems would you make available in the organization to avoid the repetition of similar Crisis situations?
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