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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) (071)
EXAMINATION: DECEMBER - 2025
SEMESTER - IV
Sub.: Corporate Communication (BBA22-415)

Date : 31/12/2025**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. _____ focuses on establishing and preserving the organization's reputation.
 - a) Crisis Communication
 - b) Digital Communication
 - c) Brand Communication
 - d) Internal Communication
2. A _____ is a useful source of information in reports.
 - a) References & Citations
 - b) Index
 - c) Analysis
 - d) Graphical Presentation
3. _____ strategy describes how businesses strategically plan and carry out their social media communications to highlight and address their commitment to environmental and social responsibility.
 - a) Corporate Social Responsibility Communication
 - b) Internal Communication
 - c) Digital Communication
 - d) Government Relations
4. Organizations can assess the success of their efforts by _____.
 - a) USP
 - b) KPI
 - c) API
 - d) None of these
5. _____ crises are caused due to people's deliberate or inadvertent activities; examples include sabotage, unethical behaviour, and workplace violence
 - a) Technical
 - b) Human-caused crises
 - c) Reputation based
 - d) Pandemic and disease outbreaks

Q. 2. State True / False (05)

1. A report's table of contents (TOC) is an unnecessary component of organization.
 - a) True
 - b) False
2. The main goal of CSR communication is to highlight the adverse effects of the organization's actions.
 - a) True
 - b) False
3. An internal communication strategy is a plan created to help people communicate effectively within an organization.
 - a) True
 - b) False
4. Investor Relations Communication Strategy is a specialized approach that companies use to communicate effectively with their investors and the broader financial community.
 - a) True
 - b) False
5. A report's conclusion page functions as both the cover and the introduction, including important details about the content and those who contributed to it.
 - a) True
 - b) False

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

1. Advantages and disadvantages of oral communication
2. Brand Communication Strategy
3. Crisis Communication
4. Team dynamics
5. Negotiation skills

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

1. What are the benefits of communication at workplace?
2. Elaborate the structure of a report.
3. Explain the steps involved in developing Communication Strategies.
4. What are the steps involved in identifying potential crises in corporate environments.

Q. 5. Case study (15)

The Acme Electric Company put in endless hours of labour to create a new current regulator that would reduce the amount of electricity used in aluminium facilities by thirty-five percent.

They were aware that, despite the intense rivalry, their regulator was more reliable, more affordable to create, and more effective than those of its rivals. In an attempt to gain market share, the owner personally and hurriedly wrote a 120-page proposal, suggesting that the new Acme regulators be placed at all business facilities. The first 87 pages of her proposal were devoted to the engineering design and mathematical theory underlying his new regulator; the remaining 32 pages described the new assembly line she intended to build up in order to quickly create regulators.

The test findings comparing her regulator's performance with current models were buried in an appendix, and a crudely designed graph displayed the possible cost savings over a three-year period. There was no response to the proposals. Even though Acme Electric had the best product, they didn't obtain the contracts. After six months, the business declared bankruptcy.

Question

1. Describe the exact problem in the above case.
 2. Suggest solution/s for the above problem.
 3. Suggest alternative solutions in the given scenario.
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