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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

EXAMINATION: MAY- 2024

SEMESTER - IV

Sub.: Corporate Communication(BBA22-415)

Date : 23/05/2024

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. _____emphasizes communication with external parties,including the media, consumers, investors, and the public. Italso strives to establish and preserve the organization's goodreputation.

a) Internal Communication	b) External Communication
c) Grapevine Communication	d) All of these

2. The full form of CMM is Co-ordinated Management of _____.

a) Material	b) Money
c) Meaning	d) Manpower

3. _____are designed to ensure a consistent communication format, memos are concise and focused internal communications used for formal announcements, policy changes, or significant updates.

a) E-mails	b) Memos
c) Reports	d) Business Letters

4. An organization's plan to use digital media to effectively engage with their target audience, increase brand awareness, and accomplish specified communication goals is known as _____ communication strategy.

a) Internal	b) External
c) Crisis	d) Digital

5. Email correspondence produces a transparent record that can be consulted for accountability, clarification, or legal needs. This is known as Document _____.

a) Text	b) Target
c) Trail	d) Test

Q. 2. State True / False (05)

1. Written documents produce a permanent record that can be consulted at a later time

a) True	b) False
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2. Full form of IMC is Immediate Marketing Communication.

a) True	b) False
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3. Misunderstandings can arise from making incorrect eye contact, which differs depending on the culture.

a) True	b) False
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4. When communicating with stakeholders, profits must always come first.

a) True	b) False
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5. Crisis Communication discusses how to communicate during emergencies or other stressful situations.

a) True	b) False
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Q. 3. Write Short notes on (Any Three) (15)

1. Negotiation Skills
2. Advantage and disadvantages of written communication
3. E-mails
4. Objectives of Crisis Communication
5. Tips for building professional relationships

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

1. Describe the various types of Communication Strategies.
2. Describe the stages in building professional relationships
3. Describe the impact of Non-verbal communication in corporate settings.
4. State the various types of Crisis in corporate settings.

Q. 5. Case study (15)

Bruce, who worked as a research chemist for a large petrochemical business, produced an elaborate report detailing novel substances he had created in the lab using leftovers from oil refining. Tables detailing their chemical and physical characteristics, molecular structure diagrams, chemical formulas, and results from toxicity studies made up the majority of the paper. A casual suggestion that one of the chemicals could be an especially safe and effective insecticide was buried near the end of the study.

The same oil corporation started a significant research program seven years later to produce more potent but ecologically safe insecticides. Someone discovered Bruce's report and his toxicity tests after six months of investigation. After several hours of additional testing, they were able to determine that one of Bruce's chemicals was the affordable, safe insecticide they had been searching for.

Since then, Bruce has left the company because he thought his study was not given enough credit.

Question

- 1) What went wrong in this scenario?
 - 2) What suggestions would you make?
 - 3) Write the facts of the case.
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