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SARDAR PATEL UNIVERSITYM.Com. Examination, 3rd SemesterTuesday, 21st November 2017

Session: Time: 02.00pm to 05.00pm

Subject/ Course Title: Corporate Communication PB03SCOM03**Note:** Figures to the right indicate full marks

Total Marks: 70

Use separate answer books for Section-I & II

SECTION-I

- Q.1 What is Corporate Communication? Explain the Objectives and Functions of Corporate Communication. (18)
- OR
- Q.1 Give details - 7Cs of Corporate Communication. (18)
- Q.2 What is Negotiation? Explain 4Ps of Negotiation with illustration. (17)
- OR
- Q.2 Write brief notes: (17)
- The Language of Negotiation
 - Elements of effective Negotiation

SECTION-II

- Q.3 As an organizing secretary- you conducted the meeting of 5th National Level Conference for DNPGRS – Write a detailed report on it. (18)
- OR
- Q.3 Write brief notes: (18)
- Circular
 - Notice
 - Agenda
- Q.4 What is Case Study? State the objectives of Case Analysis. As a Post Graduate Student how you analyze a Case? Clarify. (17)
- OR
- Q.4 A) Explain in brief the barriers of communication during Case Analysis (09)
- B) Explain the limitation of Case Analysis (08)

C.P.T.O.)