

**Bharati Vidyapeeth
(Deemed to be University), Pune**

School of Distance Education

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| Assignment No. | | Name of the Assignment Setter: | Shakti Sharma | | |
| Course code | 317 | Class: | MBA | Semester: | III |

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| Subject: | Public Relations and Corporate Communication |
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Q.1) Attempt ANY ONE of the Following (1000 Words) (10)

- a) Explain the Impact of Globalization in public relation industry?
- b) Describe the characteristics and Importance of corporate communication?

Q.2) Attempt ANY TWO of the Following (800 Words) (12)

- a) Describe the role of Public relation specialist in corporate industry?
- b) Explain the impact of positive false propaganda in the society. Give suitable example?
- c) What is the difference between Advertising and public relation specialist?
- d) Describe the structure of corporate communication?

Q.3) Write Short Notes on (ANY TWO) (08)

- a) Disaster Management
- b) Role of social media in public relation distribution
- c) Corporate Branding
- d) Role of management in corporate communication