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Course Code: BAJMC 210

Course Name: Corporate Communication

Assignment 3

(Based on Unit-4)

Q1. "Understanding the intricacies of Media Relations, including its Tools & Techniques, Monitoring, and Research, is essential for effective corporate communication. Please interpret and elaborate on the various aspects of Media Relations in this context." (BTL 3)

Q2. "Crisis Management is a critical aspect of corporate communication, and analyzing case studies of Infosys and Nestle Maggie can provide valuable insights. Describe the Concept of Crisis Management and thoroughly explain the crisis situations faced by Infosys and Nestle Maggie for reference." (BTL 2)

Q3. "To ensure successful Corporate Communication, adhering to well-defined guidelines is crucial. Classify the guidelines of Corporate Communication and discuss their significance in maintaining a positive corporate image and fostering effective communication strategies." (BTL 4)

Q4. "Internal Corporate Communication plays a pivotal role in fostering a cohesive and motivated workforce. Determine the different aspects of Internal Corporate Communication along with the tools used to facilitate seamless communication within the organization." (BTL 4)

Q5. "External Corporate Communication is vital for building and sustaining an organization's reputation in the public domain. Evaluate the concept of External Corporate Communication and provide insights into the various tools utilized to engage with external stakeholders effectively." (BTL 6)

Q6. "Ethics form the foundation of trustworthy and authentic Corporate Communication. Evaluate the ethical principles that guide Corporate Communication practices and discuss their significance in establishing credibility and goodwill for an organization." (BTL 6)