

III Semester BCLS Degree Examination, March/April 2022
(CBCS Scheme)
COMMERCE

Paper – 3.7 : Public Relations and Corporate Communication

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written **completely in English.**

SECTION – A

Answer **any five** sub-question. **Each** sub-question carries **2** marks. (5×2=10)

1. a) What is Brain Storming ?
- b) State the meaning of 'Resume'.
- c) What is meant by creativity ?
- d) What is formal communication ?
- e) Mention the types of stress.
- f) What is exit interviews ?
- g) What is mission statement ?

SECTION – B

Answer **any three** of the following. **Each** question carries **six** marks. (3×6=18)

2. Explain the importance of time management.
3. Explain the factors to be considered in career planning.
4. Briefly narrate the methods of enhancing creativity.

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5. Briefly explain the measures to overcome negative attitudes.
6. Give a note on sources of information for different careers.

SECTION – C

Answer **any three** of the following. **Each** question carries **14** marks. **(3×14=42)**

7. What is career planning ? Explain the process and advantages of career planning.
8. Explain the sources of employees and potential employment.
9. Explain the general principles of stress management.
10. What do you mean by presentation Aids ? Explain different types of presentation.
11. How to manage stress to be successful in professional and personal life ?

SECTION – B