



End Term Examinations (December 2018)

School: School of Film and Media

Program: BBA MAC / BSc FM

Course: Corporate Communication

Course Code: MAC307

Semester: V

Max Marks: 100

Duration (mins): 180 min (3 hours)

This question paper consists of two sections A and B.

Section A: Total marks 50.

Answer any 5 of the following questions. Each question carries 10 marks.

1. Define corporate communications. Explain the functions of corporate communication.
 2. Describe barriers in communication.
 3. Explain corporate blog.
 4. Suggest guidelines for sending coherent message in business. Write an Email as an example.
 5. Is social media a waste of time? Comment.
 6. Explain the concept of House Journal. Explain its importance in corporate communication.
 7. Differentiate between corporate communications and public relations.
 8. "Corporate communication has its roots in public relations, but enjoys wider scope and appeal". Explain.
 9. What is a Press conference? How do you plan to arrange a Press conference?
 10. Lobbying is essential in government relations or public affairs. Explain.
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Section B

Case Studies: All questions are compulsory (50 marks)

1. Case Study: 20 marks

Paytm is India's largest mobile commerce platform. Paytm started by offering mobile recharge and utility bill payments and today it offers a full marketplace to consumers on its mobile apps and web. In a short span of time, Paytm has scaled to over 10 million orders a month. Paytm's mobile wallet is used by more than 10 million users to pay for various services.

Consumer brand of India's leading mobile internet company One97Communications, Paytm is head-quartered in Delhi NCR. One97 investors include SAIF Partners, Intel Capital and SAP Ventures.

Paytm today is a market leader in both recharges and mobile wallets. However, the genesis of the story is interesting where in both cases we have come back from behind and have differentiated intelligently and marketed innovatively to reach where we are.

In case of recharges, we had several incumbents like Freecharge in the market. They concentrated in providing as many recharge options on the site and focussed on collating many recharge and mobile service providers. However we started looking at what a user really want. When he comes to our site (or any other site), he is NOT looking for variety - he is looking for the easiest way to recharge - and all the options available for recharge. Most people also typically recharge same amounts over and over again.

Our user experience focussed on this simple aspect. We made it dead simple for you to recharge your phone and remembered your last recharge amounts. On a marketing front, we realised most people searched for Vodafone recharge or Airtel recharge. We optimised our SEM to target such keyword searches rather than competitors (which was less than 5% of online recharges). That helped us get a less targeted SEO term as well as get much

more relevant users. In the wallet space, our offering had a different genesis. We realised a lot of users requested how to keep money so that they can do repeated recharges without entering bank / cc details over and over again. A closed wallet license would have sufficed - however, we wanted to extend it to others as well. Therefore our offering which was driven by an internal need now powers a lot of transactions across others e.g. Book my show, Zovi etc.

OUR CORE BUSINESS

Mobiie & DTH recharge, Bill Payments, Bus Tickets, Data card recharge, e-commerce marketplace, payment gateway, Paytm deals & coupons. We do 400,000 orders per day, which is the second highest number of Internet transactions in the country after IRCTC. Our core strength is the mobile. More than 50%o of the orders are through our mobile app and mobile site, making us the largest mobile commerce platform.

THE PROBLEM

However, the e-commerce space in India is now getting crowded. Building an e-commerce start up is now easier than ever many entrepreneurs enter e-commerce because it is an easy business model to grasp- However, that doesn't mean that the business is easy to execute. With intense competition in this space, it is important to clearly differentiate oneself from other players in the market.

Competitors with huge funding are playing a last-man-standing game. With this in mind prepare a comprehensive communications plan for the company.

2. Case Study: 15 marks

Based on the crisis case provided, elaborate the process of crisis communication and management strategies. What are the important procedures and steps needed to hand a crisis?

1993: Pepsi-Cola's Syringe Crisis

Much can be learned from how Pepsi-Cola protected its brand name and preserved its positive public image in the midst of a product tampering crisis.

On Thursday, June 10, 1993, came the first report of a syringe found in a can of Diet Pepsi.

The following week brought an acceleration of trouble: 50 more reports of alleged Pepsi can tamperings had surfaced, coming from 23 states.

Just eight days after the first report, Pepsi was able to declare the scare over. The company had persuasively argued before the public that the syringes could not have been introduced during the manufacturing process. An FDA official announced several arrests and declared that Diet Pepsi was, indeed, safe. Pepsi even showed an in-store surveillance video that caught a customer slipping a syringe into a Diet Pepsi can while the cashier's head was turned.

Product tampering is every food and beverage manufacturer's nightmare. Usually it takes years for the market to get over the consumer fear and the damage done to the brand name. But Pepsi, in a relatively brief period of time, was able to take control of this situation and to bring it to a successful conclusion for the company.

Now, less than a year after the incident, there is no perceptible lingering effect on the product or the company. Part of that is due to luck, but a large part should be credited to Pepsi's response to this incident, which provides an example for other companies that may one day face similar situations.

BE PREPARED

One of the keys to Pepsi's response was that a crisis plan for just such an incident already existed. Specifically, procedures and systems to deal with product tampering already were in place when the crisis occurred.

3. Analyse the case below from the following Image:- 15 marks
 - a. Explain the concept from the following social media activity?
 - b. What are the objectives and how does it help gain the corporate image?



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our education!



STATIONERY

Donate school material
that your kids no longer
need to our partner
NGOs.



BAGS



UNIFORMS

LOCATE AN NGO
NEAR YOUR AREA

SHARE

BACK TO WALL

INVITE

Please Invite your Friends to Join this Noble Cause

