



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

Fourth Semester Career Related B.A. Degree Examination, June 2016

First Degree Programme under CBCSS

Core Course – V: (Journalism Mass Communication & Video Production)

AUJC441: PR & Corporate Communication

Time: 3 Hours

Max. Marks: 80

SECTION – A

Answer ALL the following, each in about one / two words or in one / two sentences.

1. Publics
2. PIB
3. Lobbying
4. Code of Athens
5. Damage control
6. Grapevine
7. SWOT
8. Janapatham
9. Spin doctoring
10. Narrowcasting

(10 × 1 = 10 Marks)

SECTION – B

Answer any EIGHT questions, each in a paragraph not less than 60 words.

11. Press Conference.
12. Event management.
13. PRSI.
14. Media relations.
15. Corporate identity.

1330

16. IPRA.
17. Public opinion.
18. Corporate image.
19. Employee relations.
20. Crisis management.
21. Propaganda.
22. Corporate advertising.

(8 × 2 = 16 Marks)

SECTION – C

Short essay type : Answer any SIX questions, each not less than 120 words.

23. Explain the organizational structure of a PR firm.
24. Trace the evolution of PR in India.
25. Discuss the importance of Corporate Social Responsibility.
26. Explain with examples the internal and external publics of a corporate entity.
27. What are the online communication tools for a Public Relations practitioner ?
28. Detail the important functions of corporate communication.
29. Distinguish between PR and advertising.
30. How can a house journal be an effective tool of communication in a corporate environment ?
31. Trace the evolution of corporate communication.

(6 × 4 = 24 Marks)

SECTION – D

Long essay type : Answer any TWO questions, each not less than 300 words.

32. Explain the essential qualification needed for a public relation professional.
33. “It is 90% quality and 10% public relations and not the other way.” Discuss the role and relevance of PR in the background of the above statement.
34. Prepare a PR campaign plan on behalf of the Govt. of Kerala to avoid election advertisements on flex boards.
35. Define corporate communication. Explain the importance of corporate communication as tool for image building and reputation management.

(2 × 15 = 30 Marks)

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