

Reg. No

Name

17P139

M. A. DEGREE END SEMESTER EXAMINATION - NOVEMBER 2017

SEMESTER 1 : MASTER OF COMMUNICATION AND JOURNALISM

COURSE : 15P1MCJT03 - PUBLIC RELATIONS AND CORPORATE COMMUNICATIONS

(Common for Regular - 2017 / Supplementary - 2016 Admissions)

Time : Two Hours

Max. Marks: 50

Section A

Answer any 5 (2 marks each)

1. Define Propaganda.
2. Define media release.
3. What are the types of PR consultants?
4. What is a camera-ready feature?
5. Give any definition of Public Relations.
6. Define Corporate Culture.
7. Define mass media.

(2 x 5 = 10)

Section B

Answer any 5 (4 marks each)

8. Differentiate Advertising and Publicity.
9. What is the objective of the PR?
10. Explain lobbying.
11. What do you mean by Grapevine communication?
12. Explain the major milestones in the origin and development of PR.
13. What are the different modes of communication that technology has enabled?
14. How can a company build effective media relations?

(4 x 5 = 20)

Section C

Answer any 2 (10 marks each)

15. Give a detailed account of PR tools?
16. Discuss successful PR campaigns for tourism promotion.
17. Briefly explain the growth of PR in India.
18. What is the scope of corporate communication?

(10 x 2 = 20)