

Reg. No.....

Name.....

B. B. A. DEGREE END SEMESTER EXAMINATION OCTOBER 2017
SEMESTER – 3: BACHELOR OF BUSINESS ADMINISTRATION (CORE COURSE)
COURSE: 16U3CRBBA13, INTRODUCTION TO PR & CORPORATE COMMUNICATION
(For Regular - 2016 Admission)

Time: Three Hours

Max. Marks: 75

PART AAnswer *all* the questions. Each question carries one Mark.

1. Define Lobbying.
2. What is PRSI
3. What do you mean by Corporate Citizenship?
4. Explain Disaster management.
5. What do you mean by Investor relations?
6. Define Corporate Communication.

(1 x 6 = 6)

PART BAnswer any *seven* questions. Each question carries two Marks.

7. What do you mean by Marketing Communication?
8. What are the major functions of Public Relations?
9. What is the importance of newsletters in a Corporate firm?
10. What is Proactive Media relation?
11. Explain the relevance of corporate websites.
12. What are the essential elements of a good press release?
13. Differentiate between Publicity and Propaganda.
14. What do you mean by a PR Consultancy?
15. What is IPRD?
16. What is a House Journal?

(2 x 7 = 14)

PART CAnswer any *five* questions. Each question carries five Marks.

17. Is PR an extension of corporate communication or vice versa? Give reasons.
18. Explain briefly the various facets of Corporate Communication.
19. 'Evaluating and rectifying mistakes are essential in any communication action'. Explain the importance of evaluation in Corporate Communication action.

20. What is Crisis Management? Enumerate with examples how corporate communication department can manage crisis.
21. "Ninety per cent quality and ten per cent publicity can do wonders and not the other way." Evaluate the comment in the light of corporate communication strategies.
22. Explain the importance of building a distinct corporate identity?
23. Briefly explain the growth of PR in India.
24. Explain the importance of Marketing Research in PR.

(5 x 5 = 25)

PART D

Answer any **two** questions from the following. Each question carries 15 Marks

25. 'A good corporate communicator is one who can effectively make use of both internal and external tools of corporate communication.' Comment.
26. Explain the ethics of Public Relations.
27. Discuss the various elements of Campaign Planning.
28. Prepare a media plan for a firm which campaigns against the use of polythene bags in your area. Write a note on the objectives and audience of your media plan.

(15 x 2 = 30)
