

Reg. No

Name

18P139

M. A. DEGREE END SEMESTER EXAMINATION - NOVEMBER 2018
SEMESTER 1 : MASTER OF COMMUNICATION AND JOURNALISM
COURSE : 15P1MCJT03 : PUBLIC RELATIONS AND CORPORATE COMMUNICATIONS
(For Regular - 2018 Admission & Supplementary - 2016 / 2017 Admissions)

Time : Two Hours

Max. Marks: 50

Section A**Answer any 5 (2 marks each)**

1. Edward Brenays
2. Two-way Street Approach of Lee.
3. Grapevine
4. Special Interests Groups
5. What are the types of PR consultants?
6. Information and Broadcasting Ministry
7. Employment News
8. What is shareholder relations?

(2 x 5 = 10)**Section B****Answer any 4 (5 marks each)**

9. Narrate on the role and responsibilities of DAVP.
10. Narrate the scope of PR in the Service Sector.
11. Explain on the commonly used PR tools to build up good relationship with the External Public.
12. Discuss the problems originate from an ineffective internal communication.
13. Discuss the importance of PR in Private Sector
14. What is costumer relation and role of PR in building up consumer relations.
15. What are the principles required to maintain good media relations?

(5 x 4 = 20)**Section C****Answer any 2 (10 marks each)**

16. Explain the scope and relevance of PR.
17. Explain the importance of research for the PR Manager.
18. Discuss on any successful PR campaign for Tourism promotion.
19. What are the essentials of corporate reputation and role of PR in building corporate identity?

(10 x 2 = 20)