

B. B. A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2018

SEMESTER – 3: BACHELOR OF BUSINESS ADMINISTRATION (COMPLEMENTARY COURSE)

COURSE: 16U3CPBBA3, INTRODUCTION TO PR & CORPORATE COMMUNICATION

(For Regular - 2017 Admission and Supplementary / Improvement 2016 Admission)

Time: Three Hours

Max. Marks: 75

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

1. Define Public Relations.
2. What is Crisis Communication?
3. What do you mean by Corporate Identity?
4. Explain Propaganda.
5. What is a PR Consultancy?
6. What is SWOT analysis?

(1 x 6 = 6)

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

7. What do you mean by Digital Marketing?
8. What is lobbying?
9. What is the relevance of House Journals in a corporate firm?
10. Explain how a firm can maintain healthy employee relations.
11. What do you mean by Internal and External public?
12. What do you mean by corporate culture?
13. What is media planning in PR?
14. What is press release?
15. What is Marketing Research?
16. What is IPRA?

(2 x 7 = 14)

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

17. Explain the qualities required for a Public Relations Practitioner.
18. Explain the advent of Corporate Communication.
19. What is Campaign planning?
20. Explain the ethics in public relations.
21. What are the tools of Public Relations?
22. Explain the features of any one corporate website of your choice.
23. Describe the functions of Public Relations?
24. What is a Press Conference? Discuss its relevance in PR.

(5 x 5 = 25)

PART D

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

25. "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.
26. What is the role of a corporate communicator in building corporate reputation?
27. Is public relation an essential one in an institution? Why? Give your reasons?
28. Elaborate the corporate communication strategy of a company to gain public support for establishing a car manufacturing unit in an area.

(15 x 2 = 30)
