

M. A. DEGREE END SEMESTER EXAMINATION - OCT 2020 : FEBRUARY 2021**SEMESTER 1 : COMMUNICATION AND JOURNALISM****COURSE : 15P1MCJT03 : PUBLIC RELATIONS AND CORPORATE COMMUNICATIONS***(For Regular - 2020 Admission and Supplementary - 2015/2016/2017/2018/2019 Admissions)*

Time : Two Hours

Max. Marks: 50

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

1. What is DAVP.
2. What is a newsletter.
3. Define media release.
4. What are the types of PR consultants.
5. What is target audience.
6. What does Public Sector mean.
7. What is the meaning of the term 'opinion survey'.
8. What is Corporate Image.

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

9. What are the objectives of PR.
10. Explain on IPRA Code of Conduct.
11. Explain gossips and rumours as PR tools.
12. Explain the challenges for effective internal communication in an organization.
13. What are the 10 most important qualities of a good PR professional.
14. What is the role of PR in Event Management.
15. PR is a management function. Explain the statement.

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

16. Explain the functions of Prasar Bharathi and Song and Drama Division.
17. Explain the importance of research for a PR Manager.
18. Explain in detail about any successful PR campaign for tourism promotion.
19. Explain contemporary trends in PR.

(10 x 2 = 20)