

Reg. No

Name

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

Time : Two Hours

Max. Marks: 50

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

1. Write on Yearbook of Railway Literature.
2. Define strategic public relations.
3. Write a note on campaign groups.
4. Write a note on personal media.
5. Explain the PR functions of an organisation.
6. Define Promotion
7. Write briefly on Information and Broadcasting Ministry.
8. What is meant corporate image.

(2 x 5 = 10)

Section B**Answer any 4 (5 marks each)**

9. What is PRCI?
10. Discuss on the PSRA Code of Ethics.
11. Write on demonstration as a PR tool.
12. Discuss the role of interpersonal communication in developing PR.
13. Discuss the significance of PR for promoting Tourism.
14. What is a Press Conference? Discuss its relevance in PR.
15. How can a company build effective media relations?

(5 x 4 = 20)

Section C**Answer any 2 (10 marks each)**

16. Discuss the scope of PR as an effective communication tool to motivate the internal public in an organization.
17. Explain the communication flow in an organisation.
18. Briefly explain the growth of PR agencies in India.
19. Elaborate on the relevant media laws that a company needs to be aware of.

(10 x 2 = 20)