

**B B A DEGREE END SEMESTER EXAMINATION - OCT. 2020 : JANUARY 2021**  
**SEMESTER 3 : INTEGRATED MARKETING AND NEW MEDIA**  
**COURSE : 16U3CRBBA13 : INTRODUCTION TO PR AND CORPORATE COMMUNICATION**  
*(For Regular - 2019 Admission and Supplementary 2018/2017/2016 Admissions)*

Time : Three Hours

Max. Marks: 75

**PART A**

**Answer All (1 mark each)**

1. According to the text, the primary activities of PR practitioners include
2. Who are the architects of propaganda?
3. The company's positive perception or non-profit can increase its sales and improve its .....
4. Corporate philosophy can be regarded as the stepping stone in developing .....
5. The first media relation press release was written and published by ..... defending his client.
6. The public should perceive that PR professionals have the ability to resolve the situation. This refers to which of the following C's of crisis communication?

**(1 x 6 = 6)**

**PART B**

**Answer any 7 (2 marks each)**

7. What are the publicity techniques?
8. What are the different types of PRSI members?
9. Define Product Public Relations.
10. Define Financial Relations.
11. Define corporate communication.
12. What is the relationship between strategy and corporate culture?
13. How can a PRO communicate with journalists?
14. What are the characteristics of a PR campaign?
15. Define Radio and television campaigns.
16. Define PR campaign.

**(2 x 7 = 14)**

**PART C**

**Answer any 5 (5 marks each)**

17. Analyse the term propaganda and how it eventually attained a negative connotation?
18. Explain the role of PRSI.
19. Importance of Marketig Research?
20. What are the benefits of corporate identity?
21. What is corporate philosophy?
22. what are the components of corporate communication?
23. How can a company build effective media relations.
24. Explain Role of PR/CC in Crisis Communication and Disaster Management.

**(5 x 5 = 25)**

**PART D**

**Answer any 2 (15 marks each)**

25. Discuss about the evolution and history of Propaganda.
26. Discuss about Public Relation consultancy.
27. Describe the Skills and talents of a corporate communicator.
28. Write an essay on corporate meetings and types of corporate meetings.

**(15 x 2 = 30)**