

Reg. No

Name

23U648

B. A DEGREE END SEMESTER EXAMINATION : MARCH 2023
SEMESTER 6 : MASS COMMUNICATION AND JOURNALISM MODEL - I
COURSE : 19U6CRBCJ13 : P.R. AND CORPORATE COMMUNICATION
(For Regular - 2020 Admission)

Time : Three Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. What is 'House Journal'?
2. What is 'Photo Feature'?
3. What is 'Launch'?
4. What is Sales Letter?
5. What is 'CSR'?
6. What is Mass Media?

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. Explain briefly on 'Ogilvy PR'.
8. What is Horizontal Communication?
9. Explain briefly on 'Waggener Eddtrom'.
10. Explain briefly on 'Corporate Video'.
11. Explain briefly on 'Positioning'.
12. Explain briefly on 'Media Scheduling'.
13. Explain briefly on 'Media Planning'.
14. What is Upward Communication?
15. What is Defamation?
16. What is 'Financial Relations' in PR?

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. Explain the different types of Communication Flow.
18. Assess the contemporary trends in Public Relations.
19. What are the functions of 'IPRA'?
20. What are the points to be remembered while preparing a Memo?
21. Distinguish between corporate communication and public relations.
22. What are the factors to be considered for organizing a Press Conference?
23. Describe the merits and demerits of Oral Communication.
24. Distinguish between Internal and External Public.

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. What is 'House Journal'? Analyse the role of 'House Journals' in achieving public relations goals.
26. Assess the role of Public Relations in Crisis Management.
27. Discuss in detail on the different steps involved in a PR campaign on 'Drugs Addiction'.
28. What is Communication? Explain the 7C's of effective communication.

(15 x 2 = 30)