

Reg. No

Name

23U629

B B A DEGREE END SEMESTER EXAMINATION : MARCH 2023
SEMESTER 6 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : 19U6CRBBA22 : INTRODUCTION TO PR AND CORPORATE COMMUNICATION
(For Regular - 2020 Admission)

Time : Three Hours

Max. Marks: 60

PART A
Answer All (1 mark each)

1. Define Employee Relations?
2. Define Public Relations?
3. Define Proactive media relations?
4. What are the publicity techniques?
5. Write short notes on lobbying?
6. Write three importance of marketing research?
7. Write any three duties of PR practioners?
8. Voice plays an important role in presentation- Explain?

(1 x 8 = 8)

PART B
Answer any 6 (2 marks each)

9. Explain the purpose of presentation in PR?
10. Elucidate Corporate Social Responsibility with an example.
11. What is public opinion?
12. What metrics and indicators should be used to measure the success of crisis management efforts?
13. Explain the role of corporate communicator w.r.t the industry.
14. How can an organization communicate effectively during a crisis?
15. What are the common types of crises that an organization may face, and how can they be identified and anticipated?
16. What are the propaganda types?

(2 x 6 = 12)

PART C
Answer any 4 (5 marks each)

17. Explain corporate culture and Elucidate on the types of corporate culture.
18. Mention some disadvantages of PR
19. Differentitate crisis management and disaster management?
20. Write 3 important skills needed for corporate communicator?
21. What are the 5 P's of crisis management?
22. Describe the primary activities of PR practioner?

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. What are the different tools used in Media Relations?
24. What is the importance of Corporate communication.
25. What is the role of Pr consultants?
26. Write an example of ethical issues faced by any corporate and how PR played a major role in recreating the goodwill of the organisation?

(10 x 2 = 20)