

M. A DEGREE END SEMESTER EXAMINATION : OCTOBER 2022
SEMESTER 3 : JOURNALISM AND MASS COMMUNICATION
COURSE : 21P3MCJT09 : PUBLIC RELATIONS AND CORPORATE COMMUNICATION
(For Regular - 2021 Admission)

Duration : Three Hours

Max. Weights: 30

PART A**Answer any 8 questions****Weight: 1**

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| 1. | What is Brand Equity? | (R) |
| 2. | What is 'Photo Features'? | (R) |
| 3. | What is 'Film Division'? | (R) |
| 4. | What is Controlled Communication Channels? | (R) |
| 5. | What is 'Grapevine Communication'? | (R) |
| 6. | What is 'Paid Media'? | (R, CO 1, CO 4) |
| 7. | What is 'Right to Privacy'? | (R) |
| 8. | What is 'Publicity'? | (R) |
| 9. | What is Newsletter? | (R) |
| 10. | Write a short note on 'Edelman India' | (U) |
| | | (1 x 8 = 8) |

PART B**Answer any 6 questions****Weights: 2**

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| 11. | What are the functions of IPRA? | (R, CO 1, CO 2) |
| 12. | Write a short note on 'Ivy Lee' | (U) |
| 13. | What are the characteristics of PR? | (R, CO 1) |
| 14. | Differentiate between vertical and horizontal communication flow. | (An, CO 1, CO 2, CO 3) |
| 15. | Explain briefly on 'Brand Management'. | (U) |
| 16. | Define the scope and functions of Corporate Communication. | (A) |
| 17. | Distinguish between Advertising and Public Relations? | (An, CO 1) |
| 18. | What are the causes for the growth of Public Relations? | (U) |
| | | (2 x 6 = 12) |

PART C**Answer any 2 questions****Weights: 5**

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| 19. | What do you understand by Brand Image ? Give examples of four products / service advertisements where this concept has been successfully used. | (U, CO 1, CO 5) |
| 20. | Discuss in detail on the different steps involved in a PR Campaign on 'Protect Childhood' | (U) |
| 21. | Explain the role of PR in Crisis Management. | (U) |
| 22. | Explain on the major professional PR organizations. | (U, CO 1, CO 2) |
| | | (5 x 2 = 10) |

OBE: Questions to Course Outcome Mapping

CO	Course Outcome Description	CL	Questions	Total Wt.
CO 1	Explain the various concepts, characteristics involved and organizations related to Public Relations	U	6, 11, 13, 14, 17, 19, 22	19
CO 2	Illustrate the various tools of Public Relations	U	11, 14, 22	9
CO 3	Examine the process of implementing PR activities, the communication with stakeholders	An	14	2
CO 4	Demonstrate and implement the strategic communication plans for PR campaigns	U	6	1
CO 5	Examine media and it's relevance to the practice of corporate communication	An	19	5

Cognitive Level (CL): Cr - CREATE; E - EVALUATE; An - ANALYZE; A - APPLY; U - UNDERSTAND; R - REMEMBER;